

TWENTY CENTS

DECEMBER 28, 1929

JAN 2 1930

# Sales Management

The Weekly Magazine for Marketing Executives



W. B. Munroe

*President, Supplee-Biddle Hardware Company, Philadelphia*

Why 1910 Sales Policies Won't Sell  
1930 Lines



Astring-O-Sol Campaign Cleans Up  
a Year's Quota in One Month



WALL STREET  
Half-tone from  
pencil drawing

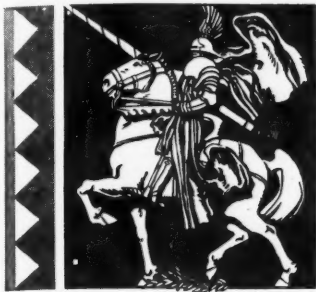
• **B**USINESS of today and modern art are co-partners.  
 • Art is becoming more and more an essential factor  
 • even in machine-made products. Sterling Engraving  
 Company with its large new branch at 304-320 East Forty-fifth Street  
 and the expansion of color departments completed, has greatly  
 enhanced its facilities for meeting the growing demand of pictorial  
 + + reproductions. Your inspection is invited. + +

## STERLING ENGRAVING COMPANY

EAST PLANT—304-320 EAST 45th STREET—VANDERBILT 7661-6  
 WEST PLANT—475 TENTH AVENUE—MEDALLION 1900-5

NEW YORK CITY





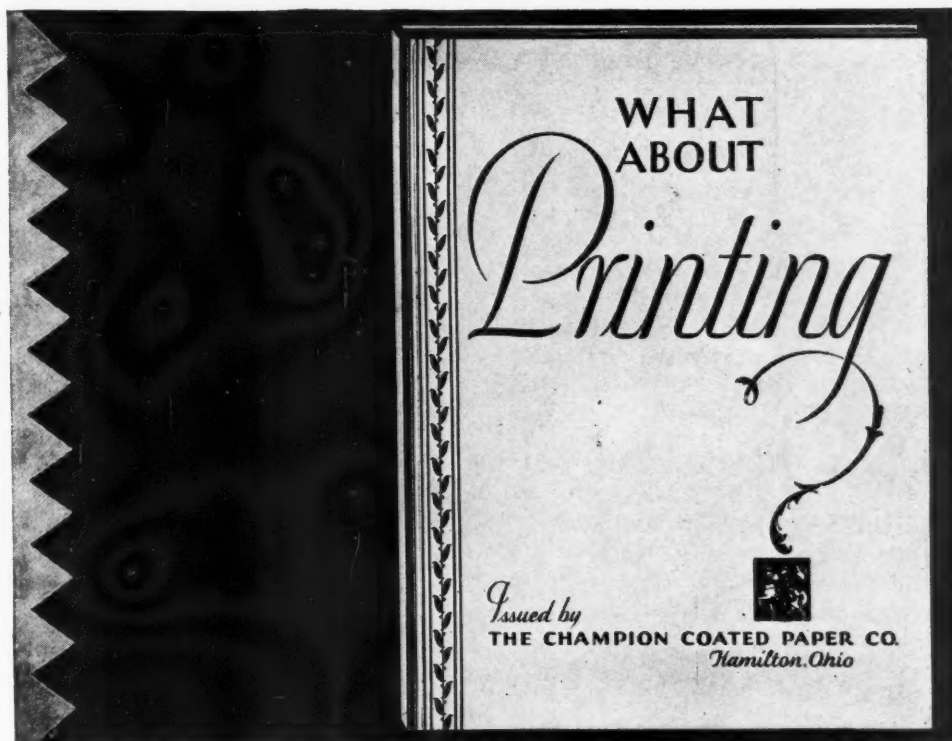
**W**HAT About Printing? Are you realizing full return from your investment in direct advertising — your printing? Are there problems in its purchase which have caused delays — unnecessary expense . . . worry . . . and "high fever?" Have you a full understanding of its potentialities? The New Book by Champion "What About Printing" may help to dispel some of these printing problems.

The edition is limited and is intended only for those in the printing and advertising field who are *responsible for planning, producing, and buying printing*. We want your request on your business letterhead and please tell us your position—that tells us who you are and makes our records complete for later reference. Address your request to Dept. G.

**Note to Printers** — This book is to be mailed to our printer's list. If you do not receive your copy please write us.

**Note to Advertisers** — For the present the book will be mailed to advertisers *only* on request in order that its distribution may be made to those who are most actively concerned.

# THE DIRECT ADVERTISING BUSINESS HAS PAID A DREADFUL PENALTY BECAUSE OF THE MISUNDERSTANDING THAT HAS EXISTED BETWEEN PRINTERS AND BUYERS OF PRINTING



THE CHAMPION COATED PAPER CO., *Hamilton, Ohio*

# A NEW BOOK BY CHAMPION

Published every Saturday and copyrighted by SALES MANAGEMENT, INC., 420 Lexington Ave., New York, N. Y. Subscription price \$4.00 a year in advance. Entered as second-class matter June 1, 1928, at the Post Office at New York, N. Y., under the Act of March 3, 1879. Volume XX, No. 13.

An expert typographer could, in nine cases out of ten, re-set most of the advertisements in newspapers in 25% less space, and they would appear to be less crowded and much better displayed than they are at present.

But as newspapers do not charge for typesetting, the advertiser continues to "save" money by letting the newspapers do this work.

Typographically, the American magazines are usually examples of the last word in effective layout and arrangement in their advertising pages.

It is pathetic that as much cannot be said for the text matter.

The trouble is that the men who can write haven't, as a rule, the courage to tell the strong-arm solicitors, and the dominating advertiser himself, that people are less interested in a glorification of the advertiser, his factory, his merchandise, his wonderful growth, his great achievement, his engineering ability, than they are in the definite, positive benefit that the "consumer user" of the article will enjoy as the result of its purchase.

There is no question that such advertising pays, because the men who contract the expense, and pay the bills are too keen not to know when, where and how to cash in on the expenditures.

I do not expect any advertiser to do business with me unless our minds meet on fundamentals. Hence there can be no obligation incurred in a preliminary interview.

**JOHN LEE MAHIN**

41 East 42nd Street  
New York City

Long Distance Telephone  
Murray Hill 8994

# Survey of Surveys

BY WALTER MANN

## Guide to Drug Trade Marketing

The Topics Publishing Company, publishers of *Drug Topics*, *Display Topics*, *Wholesale Druggist* and *Drug Trade News*, because of their long and intimate contact with retailers, wholesalers and manufacturers in the drug field, are peculiarly fitted to be the editors and publishers of the 1929 *Fact Book* for that trade.

This fact book—which is described as "A Guide to Drug Trade Marketing"—is found to amply fill this description. Like the modern drug store, there is everything in it—from a preface to a fifty-page appendix—everything from a comparative report on the department store as a distributor of drug products and toilet accessories to a list of about 60,000 retail drug stores (four columns to a page), said to be "the largest, most complete and most accurate list" of that sort ever published. The only thing I couldn't find in this 500-page compendium of merchandising, marketing and advertising data was a formula on how to successfully advertise a palatable drink made out of horse liniment. I guess there just isn't a way—because, if there was, this book would have found and published it.

Interesting and valuable as the book is—however well worth the \$15.00 at which it is priced—it is even more interesting and valuable as an indication of the growing intelligence among trade paper publishers. Picture if you can, the publisher of twenty, or even ten, years ago, who would publish a list containing all his subscribers (what he then thought was his stock in trade), keep it up to date, urge manufacturers to use it, knowing that his future and success were irrevocably linked with theirs, and realizing that since he must share the advertising dollar anyway, he may as well help the manufacturers to spend the whole dollar intelligently!

I don't know the Topics Publishing Company at all, but I assume that they feel this way, because there's the book—full of favorable references to *all kinds* of advertising, the most tangible kind of proof of the existence of a new school of frankness and openness in business relations which point directly toward a business Utopia!

Briefly then, the book contains about thirty pages (eight and one-half by eleven) of facts on the retail drug store—ten pages on the drug store as a purveyor of sodas, fountain goods, candy and cigars—fifteen pages on the advantage of drug trade advertising at the point of sale—thirteen on the wholesale drug trade and nine on the manufacturing drug trade.

Then come nine lists: (1) A forty-page (four-column) list of recognized sources of supply for products needed by drug trade manufacturers, alphabetically arranged under suitable headings. (2) A thirty-five-page list of advertising agencies handling the accounts of manufacturers where products are sold through the drug trade

(new feature this year). (3) A two-page list of organizations making a specialty of sales representations to drug trade manufacturers. (4) A four-page list of window display installation services. (5) A two-page list of house-to-house distributors. (6) A twenty-four-page list of wholesalers with indications of association affiliations, number and character of salesmen employed, types of merchandise regularly stocked and sold, and other information concerning the character of business done. Also the book states that the names of officers and other executives of the company have been given whenever possible. (7) A twelve-page list of department stores and large specialty shops regularly operating toilet goods departments including those who sell package medicines as well as those who operate a regular prescription service. (8) A six-page list of drug store chains and finally, (9) The retail list mentioned above.

The presentation is in the main brief and concise and the book is handsomely bound in semi-flexible covers—a vital addition to the five-foot shelf of anyone who is interested in the drug trade from the marketing side. Address Topics Publishing Company, 291 Broadway, New York City, or this column.

## Thumbnail Reviews

*Revised Installment Buying and Selling Reading List.* Domestic Commerce Division, Bureau of Foreign and Domestic Commerce, Washington, D. C. (Free).

*Changes in Methods of Distribution and Their Effects on Advertising and Selling.* Reprint of an address by Gordon C. Corbaley, (president, American Institute of Food Distribution). Advertising Federation of America, 420 Lexington Ave., New York. 50 cents.

*The Law on Advertising*, by Clowry Chapman. A comprehensive compendium of laws and court decisions affecting all phases of advertising practice, with an introduction by Earnest Elmo Calkins. Harper & Brothers, New York. (\$7.50). 495 pages.

*Facts Bearing Upon the Use of Coupon Inquiries as a Gauge of Advertising Efficiency.* Study made by and obtainable from Leonard Gross, 118 Remsen St., Brooklyn, N. Y. (\$25.00.) 19 pages.

*The Automotive Manufacturing Industry.* A booklet showing the extent of the automotive industry as a whole, measured in terms of output, activity and the market which it offers to producers of raw and semi-fabricated materials and makers of production and factory equipment. Chilton Class Journal Co., 56th & Chestnut Sts., Philadelphia, Pa. 40 pages.

*Trends in Retail Distribution.* Reprint of an address made by Dr. L. D. H. Weld before the Retail Conference held by the Retail Board of Trade of the Boston Chamber of Commerce. H. K. McCann Company, New York. (Free.)



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# I Say Maybe You've Never Been West of Albany!

**N**OW wait a minute, Ichabod! No offense meant. There *are* such Easterners, you know. Lots of them. Smart guys, too, in most ways. But it's likely that they may be befuddled—even mistaken—about us Westerners and our cities. ▲▲▲ Los Angeles, for instance. *Plus* Southern California. The finest interurban system in America makes this great community a closely-knitted-together *series* of suburbs and cities, presenting a *readily-reached* market which is now *fourth* in size and sales possibilities among *all* the big-league centers of population! ▲▲▲ This *cohesiveness* is important to you. Particularly, Mr. Barton, if you prudently put your clients' advertising messages in the undersigned newspaper which has, by *many* thousands, the greatest home-carrier circulation in Southern California. *Daily*, The Examiner's more than 200,000 circulation exceeds the next morning paper by 51,000. *Sunday*, The Examiner's more than 440,000 exceeds the other paper by 195,900! ▲▲▲ I trust this will correct your mistaken idea. In case you *had* one. I used to think Jimmie Walker was a drink! ▲▲▲

## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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# COATED PAPER and BULK

There are two kinds of coated paper—the ordinary, produced by the same methods for the past thirty-five years — and MEAD ENAMELINE, a recent scientific development and a radical improvement over all existing processes.

One of the many qualities in coated paper this new process greatly improves is BULK.

The greater resiliency and cushion from bulk improves printing results.

Opacity is increased proportionately with greater *bulk*.

And more bulk means more fibre in the sheet—the *strength* is greater.

We have yet to find a single coated paper within the competing price range to equal Enameline in bulk.

## MEAD SALES COMPANY, Inc.

CHICAGO  
111 W. Washington Street

NEW YORK  
230 Park Avenue

DAYTON  
Callahan Bank Building

MEAD PULP AND PAPER COMPANY, CHILLCOTHE, OHIO



Vol XX No. 13  
December 28, 1929  
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Saturday . . . .

# Sales Management

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Published by SALES MANAGEMENT, INC., 420 Lexington Avenue, New York; Chicago Office, 333 North Michigan Avenue. Established 1918 by the Dartnell Corporation; Member, A. B. C. and A. B. P. Operated in association with Federated Business Publications, Inc. Cable, Elbill, New York.

## And Now CRANE Company "Locates"

Such companies as CRANE obey no whims. So Jacksonville welcomes the 3-story brick structure, combining showrooms, offices and warehouse from which CRANE will cover this pivotal point in southeast selling territory. So many big companies are following the curve of improved demand southward! And they so uniformly schedule their advertising—to supplement sales effort—through

The FLORIDA TIMES-UNION

Jacksonville, Florida

The Sun leads all New York evening newspapers in National Advertising, not only in volume but also in gains . . . .

# N A T I O N A L

During the first eleven months of 1929,  
National Advertisers placed 4,555,000  
agate lines of advertising in the Sun.  
This was 1,467,000 lines more than the  
volume placed in the second New York  
evening newspaper.

The Sun's gain in National Advertising  
during this period—a gain of 810,000  
agate lines—was more than double the  
next largest gain among New York eve-  
ning newspapers.

## NATIONAL ADVERTISING NEW YORK EVENING NEWSPAPERS First Eleven Months, 1929

	First 11 Mos., 1929	Gain Over First 11 Mos., 1928
Agate Lines		
THE SUN .....	4,555,613	810,467
Journal .....	3,087,775	178,112
Evening World ....	2,068,750	177,814
Post .....	1,599,111	299,885
Telegram .....	1,279,338	248,544
Graphic .....	593,021	90,794

The Sun has led all the New York evening newspapers in National Advertising every year for the last seven years. It has proven its worth as a medium for creating demand and increasing sales in the world's greatest market.

**The**  **Sun**  
NEW YORK

*The Newspaper of Distinction in its Readers, its News and its Advertising*



# Significant News

• • • Mussolini may soon be heard from as judge of the economic value of chain stores. He has been busy putting Italy's banks, factories and farms in order according to his notions, which lean to mergers for the first two, and has now turned his mind to distribution. Here the chains are sure to claim his attention as there are quite a lot of them in Italy, a Department of Commerce agent in Rome reports, the biggest being one that sells confectionery, made in its own plant in Turin, through 410 retail links.

• • • Savings banks report a turn in the tide of money as far as they are concerned. In October, the month of the stock market's crisis, the flow was markedly outward. During late November this movement began to subside. By middle December net deposits were rising in good volume.

• • • Receivership proceedings against American Piano—controlling among others such well-known makes as Chickering, Knabe, Mason & Hamlin and Ampico—are not associated in the industry with declining demand for luxury products. The company has a large capitalization based on good earnings in earlier years—60,000 7 per cent cumulative preferred stock and 227,959 shares of no par common. It paid liberal dividends on common up to October, 1927, but the capital load proved a handicap in dealing with adverse trade conditions that began in that year with strong radio competition that cut its earnings to \$496,978 from the peak of \$1,775,429 in 1926. Liquid resources were unequal to the strain of a year and a half or more of bad business so that the company was not in good position to take advantage of later opportunities. During the latter part of 1929 the piano business has moved slowly but steadily forward.

• • • The Cudahy Packing Company reports this week that its sales in the year ended November, 1929, were \$268,000,000, compared with \$245,000,000 the year before. Profits were \$2,413,000,000, compared with \$2,567,000. A good illustration of expanding volume without compensation.

• • • The Gillette Safety Razor Company finds nothing in the business outlook to interfere with its schedule of 20,000,000 new-model razors for 1930, 10 per cent more than its record production in 1929.

• • • Marriages like that proposed between Lambert Prophylactic Brush are obviously "marriages of convenience."

• • • Coffee at nineteen cents a pound, announced this week for a popular brand by the Grand Union chain, which operates in New York, Pennsylvania and New England, is the sharpest reaction thus far to the break in the coffee market.

• • • Automobile registrations for ten months ended October 31—3,557,899—indicate General Motor sales in that period of 1,168,155 cars for all divisions (Chevrolet being credited with 714,602). This is 32.8 per cent of all cars sold. Ford's share (including 5,519 Lincolns)

was 1,194,239—33.6 per cent. The other makes divided the remaining 33.6 per cent among them, Chrysler taking 8.6 per cent, the third largest part. Ford has recovered all the ground he lost while evolving the dressier model that replaced his useful but not handsome tin Lizzie.

• • • Newspaper advertising volume in November was just about the same as in that month last year. In most of the preceding months in this year substantial gains were reported—evidence that the security market collapse had a disturbing effect. But this effect was far from general. Gains were recorded by most newspapers and this was true of the week-day issues as a body. The loss was borne mainly by the Sunday papers, especially in cities having security markets.

• • • Of 271 inquiries into mergers by the Federal Trade Commission in the last fiscal year "only a small percentage" were docketed as possible infringements of the Clayton Act. In a good many cases such action has been forestalled, the commission observes in its report, by the fact that the law applies only to acquisitions of capital stock, not to assets, of competing companies, and the Thatcher ruling that the commission is without jurisdiction if its complaint does not precede purchase of assets. The report notes that "mergers and consolidations are forming with a rapidity hardly foreseen by the authors of the present anti-trust laws."

• • • "It is very doubtful that the railroad map will be made largely in accordance with the Interstate Commerce Commission plan," Samuel O. Dunn, editor of the *Railway Age*, tells SALES MANAGEMENT in response to telegraphic inquiry. The commission made a plan only because Congress failed to follow its repeated recommendations that the provisions of the Transportation Act requiring it to make a plan be repealed."

• • • President Hoover's commission on Social Trends under the chairmanship of Prof. Wesley Mitchell is discussed in an editorial note in this issue.

• • • The proposed Sears Roebuck-Penney merger is off, a study having failed to find a basis for union.

• • • There were 74,310,000 miles of telephone wires in this country on September 30, 6,930,000 more than on the same date last year. Long distance toll service used 10,688,000 miles.

• • • The news this week that Radio Corporation of America with its associates, General Electric and Westinghouse, had formed the R. C. A. Radiotron Company (for vacuum tube research, manufacture and sales) was followed by announcement of a final decree from the U. S. District court, Wilmington, enjoining R. C. A. from enforcing its tube contracts, which De Forest and other plaintiffs say violate the Clayton Act.

• • • Industrial production in November was 5 per cent less than in November a year ago, the first loss for any month this year. Retail sales as evidenced by department store returns were up about 1 per cent. The Federal Reserve Board infers that Christmas trade did not suffer as expected from the security slump.

# Why 1910 Sales Policies Won't Sell 1930 Lines

BY W. B. MUNROE, *President, Supplee-Biddle Hardware Company  
Philadelphia, Pennsylvania.*

This hardware jobber used to sell more horseshoes than any other wholesaler in the world . . . but horseshoe sales policies can't serve a motor age. How Supplee Biddle's sales methods are revised to keep one jump ahead of the market is explained here.

LIKE most general discussions, all the talk about what is going to become of hardware and other jobbers has gone far beyond its logical climax. Distributors who know what all the shooting is about are going to keep right on developing their business. Wholesale stand-patters, and those who think their business should be protected against aggressive competition by legislation and other means, are going into other fields of endeavor.

My company has demonstrated that it is possible for a large hardware wholesale

house to develop and create business in the face of any competition yet devised. You could visit around our offices for a week and you would not hear chain or mail order houses mentioned, if you did not mention them yourself. We have always had price-cutters to compete with, and, unfortunately, too much of the time of our salesmen is devoted to resisting demands for special discounts and lower prices. It always has been so, and we do not look for much change in the near future.

All of the retail business of the country is divided into two fields that are rapidly becoming more sharply defined. In one there are the chain stores, mail order houses and big operators. In the other field are individual dealers who constitute the great majority.





The wholesaler's opportunities are naturally limited to the field of the independent dealer almost entirely. We have 158 salesmen who are devoting all of their time to the interests of these dealers in our territories. We have increased our business steadily since 1837, and I am content that our success is due almost entirely to the fact that we have always adhered to a policy designed to aid the dealer. The problems continually coming up are merely old ones in a new form. And we can solve these problems today, as we solved them in their old aspects, only by relying on sound economic principles and by keeping our business in line with the interests of our dealers and the demands of the public.

Incidentally, when I started with this firm, an old friend of my family's, a successful business man, cautioned my father not to allow me to remain in the hardware jobbing business very long. He said that the experience would be good for a boy of my age, but that the future of the business was very uncertain, and that in his judgment the wholesaler in all lines would soon pass out of the distribution picture. That was thirty-eight years ago.

Well, a good many wholesalers in various lines have passed out of the picture, and it is because they were no longer useful and economical factors of distribution. The only way of making a wholesale business useful and economical is willingly to change the business to meet the changing demand of dealers and the public. I don't care what the line or item is, if we can distribute it satisfactorily to hardware dealers, we will put it in and merchandise it.

Our experience has necessitated

many changes. For instance, some years ago my firm was the largest distributor of anvils in the country, and we distributed more horseshoes than any wholesaler in the world. But I do not think we have sold an anvil for five years, and our horseshoe business has been reduced to nothing. Fortunately, however, we have added other lines to take the place of the obsolete goods; but if we had been exclusive anvil and horseshoe jobbers we would have been out of business long ago.

Change is inevitable in every line of human endeavor. If we refuse to change, progress passes us by and we soon find our business antiquated. It does not make any difference whether we like the changes or not, failure follows the attitude of standing pat and discarding this or that because we think it does not belong in our business.

When we come down to basic facts, the retail hardware dealers in our territories are running our business so far as our stocks are concerned, and we carry not only what they want but what we know they can sell. Our own selling effort is very largely a matter of showing dealers how to merchandise profitably the goods they buy.

It appears to us that a necessary change of mind must take place regarding costs and prices. We hear a great deal about the supposed necessity of radically reducing the cost-spread between factory and dealer—the wholesaler's cost of doing business. We also hear it frequently said that unless the wholesaler reduces his spread to a marked degree he will be eliminated; but, when analyzed, the statement does not prove as important as it sounds.

Frankly, our cost of doing business is higher than we would like to have

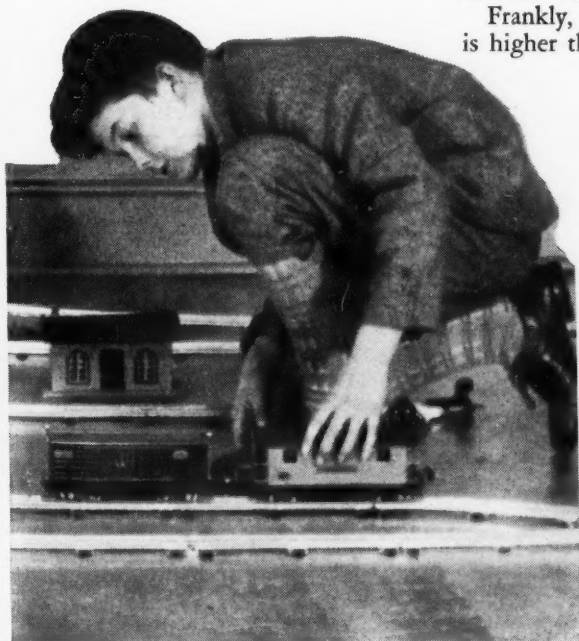
it, and we are continually trying to reduce it; but we do not consider it a major problem and it does not give us much concern. We know we can distribute all items we carry much cheaper than manufacturers can and at as low a cost as any other method of distribution can get them from the factories into the retailers' hands. And as long as this is so, we have no cause to worry.

Another necessary change is in the realm of advertising. Many hardware jobbers neither know nor care anything about the subject. They think it is up to manufacturers to do all of the advertising necessary. They carry advertised items because they are easier to sell, and for the same reason retailers buy them in more generous quantities. But we think that this attitude has a tendency to destroy the wholesaler's place in distribution, and if carried to its ultimate it would make of the wholesaler little more than a warehouseman.

### Wholesalers Must Advertise

The wholesaler who continues to succeed must conduct a necessary part of distribution, and advertising is one of his essential tools. Present conditions demand considerably more of the wholesaler than merely buying and selling goods. There are thirty-nine people regularly employed in our advertising department. We are used to discussing advertising in terms of national campaigns, and that is misleading to the average wholesaler who reaches but a fraction of the country as a whole. Fortunately, however, there are several effective methods of advertising, and I am sure that my firm spends more money for advertising than many national advertisers whose trade-marks are well known. It is a subject that I believe all surviving wholesalers in all lines must study carefully and introduce into their distribution of merchandise.

At all times we have one or more advertising campaigns in progress, and our effort extends to the business of practically every account we sell. Regardless of who pays its cost, advertising is an influence limited to the distribution of goods. Hence, it is a part of the business of distributors. Since the wholesaler depends entirely on his independent retailer, his success depends not only on the survival but also on the ability of the average retailer to merchandise his goods. The wholesaler has a different and a vastly more important job to do now than ever before in the history of our distribution. If he realizes this, he will use advertising and every other economic advantage.



*"Instead of pushing guns, ammunition, stoves and other items that were traditionally pushed during the fall of the year by wholesalers in our line, we decided to feature toys this year. If we had not increased volume in any other department, our toy business would have given us a splendid increase over last year's total volume . . . the wholesaler who is to grow must begin to study the consumer."*

We realized this truth some years ago when we established our business service department. It is the most important part of our business today, and the entire time and attention of its organization is devoted to the interests of our dealers. In this work we have no fixed formula, no regular system of operation, for we do not think that a wholesaler's dealer co-operative service can be successfully standardized but must be adapted to each individual case.

When one of our salesmen finds a retail customer losing business for some reason, or not doing the volume and making the profit he should, we send a specialist to visit the store and report to our business service depart-

ment. If the dealer shows a capacity to change his methods, his store and business are carefully analyzed, and the department recommends a course of action. This recommendation is discussed and studied by our board of directors, all of whom are actively engaged in our business. We furnish the dealer with a plan which covers every detail for the improvement of his business. We have handled thousands of cases in this way, and in not one instance has a dealer who fully co-operated with us failed to improve both the volume of his business and its profits.

(The conclusion to this article will appear in the January 4 issue of SALES MANAGEMENT.)

## Winning Contest Letter Proves Worth in Actual Use

THE winning letter in the contest SALES MANAGEMENT recently sponsored for the best letter covering the handling of an order from a dealer whose credit is not well established has been used for two years by the Lape & Adler Company, shoe manufacturers of Columbus, Ohio, without a single C. O. D. shipment ever having been refused.

The winner of the \$50 Winton watch which was offered by the Hipp, Didisheim Company of New York, was H. K. Erk, sales promotion manager of the shoe firm. First honorable mention was given the letter submitted by Ed Wolff, treasurer, Hughes, Wolff & Company, Rochester, New York.

The contest arose out of a suggestion made by the Hipp, Didisheim Company: they were faced with the problem of finding a satisfactory way for handling orders which came in from dealers whose credit had not been established with them. With the thought that other concerns might need ideas on the handling of the same problem, SALES MANAGEMENT staged the contest.

Under the terms of the contest letters which have been used, or letters which might be used, could be entered in the competition. Mr. Erk's letter is one that has proved its effectiveness. The letter follows:

Your order for our FOOT FRIEND instock shoes is very much appreciated. We are glad to have this opportunity of demonstrating to you this shoe, which will enable you to make excellent steady profit and build repeat business. This is accomplished through the scientific construction of FOOT FRIENDS and in combination with the well-known Lape &

Adler fitting qualities, style and general quality based on the solid foundation of Goodyear Welt process and the Dr. John M. Hiss cuboid balancer. These features are more fully described in the attached booklet.

In order that there may be no delay, we are sending this first order to you C. O. D., as we do not find in the sources available to us sufficient information to open an account.

We always prefer that our customers give us names of several firms from whom they are now buying and also their own financial statement, which is usually most satisfactory to both of us.

If you will have the kindness to send this information we no doubt will be able to ship your next order promptly and open a regular account with you.

We will be very much interested in learning your opinion of FOOT FRIEND shoes and will appreciate your writing us. Thanking you again for this opportunity, we are,

Sincerely yours,

Mr. Erk points out that his letter does not question the customer's credit, but leaves an opening for him to give the company sufficient credit information to open an account, if such information justifies it.

In making their decision the judges pointed out their definite preference for the type of letter which has proved its worth under actual test and which does more than merely attempt to cover a credit situation—the type of letter which goes further and attempts to sell the new dealer on some of the sales points of the merchandise. It is to be remembered, they felt, that, since the dealer has not previously done business with the company, he probably knows little about the merits of the goods. If he can be resold or further sold on the merchandise in his first mail contact with the house, he will be less inclined to object to a

cash or C. O. D. arrangement on the first order. The excellent record made by the Lape & Adler letter seems thoroughly to justify this point of view.

The "selling" quality is also prominent in the letter which was given honorable mention. In commenting on his letter Mr. Wolff says, "The trouble with most credit letters is that they dwell on the pay-as-you-enter feature—apologizing and explaining. That arouses the customer. This letter takes the matter for granted." His letter reads:

Thank you for your order covering six suits, model Chatham, fabrics 8608-29. When they arrive I want you to notice particularly the soft roll of the lapel, the smooth unbroken shoulder line and how the collar hugs the neck. Those are three reasons why—clothes sell so easily.

The patterns that you selected are among our very best sellers this season, and you should make a nice profit on each garment, with a quick turnover. The suits have been laid aside for you, awaiting your immediate reply to this letter.

It has long been our policy not to open new accounts on our books until the customer's annual purchases reach a minimum of \$ . . . Until then we extend all discounts, just the same, the only difference being that we ask 25 per cent deposit against C.O.D. shipments or cash with order, whichever the buyer prefers.

We are glad to welcome you as a customer of this busy house, and I shall give my personal attention to the immediate forwarding of your order on receipt of your reply.

### Other Good Letters

Other letters chosen by the judges as worthy of special consideration were submitted by: M. B. Glenn, F. P. Newport Company, Los Angeles; O. D. Mix, Welch-Cook-Beals Company, Cedar Rapids, Iowa; Harriett L. Carr, Minnesota Sales Company, Minneapolis, Minn.; F. Kelley, Walter M. Lowney Company, Boston, Massachusetts; H. A. Soule, Plymouth Cordage Company, North Plymouth, Massachusetts, and W. M. Lettow, Merchants Association of Dayton, Ohio.

The judges chose the letter submitted by O. D. Mix, of Welch-Cook-Beals Company, as the best of the straight credit letter type. Mr. Mix's letter reads:

Your valued order received through our Mr. Salesman and we thank you.

As this is the first time we have ever had the pleasure of your business and desire to get credit information direct, we are enclosing a Property Statement blank which we will ask you to kindly fill out and return at your earliest convenience.

In the meantime, as you are evidently in need of the goods ordered and wish them at once, we would inquire if we might not ship Cash on Delivery until you have had time to fill out the Property Statement.

Again thanking you for the order, and awaiting your reply, we are



# More Inside Facts on the Cigarette Battle

**T**HE big cigarette companies will sell about \$450,000,000 worth of the four popular brands this year. This estimate is based on the trade price of \$6.40 a thousand less 10 and 2 per cent.

At retail the receipts would be in the neighborhood of \$600,000,000, if these cigarettes were all sold at the old price of fifteen cents a package. At twelve cents a package, the current price in most chains, the retailers' gross profit is only 6.4 per cent. At that price for all cigarettes the retail value of the popular brands would be about \$479,000,000.

Half the total probably goes at cut prices. That means that independent retailers who stick to fifteen cents a package are now getting at the rate of \$74,000,000 a year of the trade to cover running expense and profit, while the cut-rate chains are dividing \$14,000,000.

The tobacco companies are mere on-lookers in this war. Their fight is in their own ranks, each seeking larger and larger distribution for its own brands.

In this fight the only weapons used are those of salesmanship backed by financial resources. How it is going is a question often asked but never conclusively answered because no company publishes details of its income statements showing major items of sales.

SALES MANAGEMENT has given a hint of what is going on by publishing (issue of September 28) sales by index figures for the first six months of 1929 and 1928 of the four big brands through a very large group of stores scattered all over the country whose cigarette volume runs into many millions of dollars. The story is here brought down to sales of the first ten months, and is made more complete by showing the record of sales for the ten months in the last three years.

The actual sales cannot be given because they were received in confidence. But the relative standing of the four brands, all sold at the same price and under the same conditions, is clearly indicated by the index numbers.

The volume is large enough and

## Sales by Brands for the Past Three Years

Index numbers of consumer demand January 1 to October 31 in a large number of stores all over the country.

(1927 ten months' sales, all brands=100)

	1929	1928	1927
Camel .....	97.59	92.51	44.25
Lucky Strike .....	77.47	59.00	24.82
Chesterfield .....	51.90	47.73	24.63
Old Gold .....	21.68	17.44	6.30
Total .....	248.64	216.68	100.00

covers a sufficiently wide selling area to afford a representative cross-section of popular demand in most of the country. It does not, however, reflect sales in stores which deal mainly in tobacco products or that sell cigarettes at full prices.

This omission may affect the indicated trend to some extent. It does not qualify the significance of the figures as a record of relative sales by brands under conditions which for the ten months in each year have been alike for all.

The record, as will be seen in the accompanying table, is interesting in many particulars. Three years ago Camel sales were not far from twice as many as those of Lucky Strike and Chesterfield combined. Old Gold was then just beginning to get on its feet with only about 6 per cent of the total.

In 1928 total sales were considerably more than twice as many as in 1927, but the gains by brands were by no means equally distributed. Camel went up 109 per cent, Lucky Strike 138 per cent, Chesterfield 94 per cent, while the newcomer, Old Gold, shot up like a youth, 176 per cent.

Increases in 1929 over 1928 have not been so large, but the changes in position have been striking. Camel, still in commanding lead in this group of stores, gained 5.5 per cent, Lucky 31.1 per cent, Chesterfield 8.7 per cent and Old Gold, now adolescent, 12.8 per cent.

All these brands have been adver-

tised liberally, Lucky recently the most extensively.

## Finneran Is Promoted by Scripps-Howard

John E. Finneran has been elected director of the national advertising department of the Scripps-Howard newspapers, to succeed Stuart S. Schuyler, who resigned this week to become a partner in Schuyler-Wetterlow, Inc., a new company to be engaged in recording broadcasting in the radio field—Godfrey W. Wetterlow, identified with the radio industry for a number of years, will be his partner. Mr. Schuyler joined the national advertising department of the then Scripps-McRae newspapers in 1915. Mr. Finneran has been associated with him since April. Previously he was vice-president of the Gardner Advertising Company.

## Michaels & Heath Agency Merged with United

United Advertising Agency, Inc., and Michaels & Heath, Inc., New York agencies, will be consolidated January 1 under the former name, with offices at 8 West Fortieth street. Horton H. Heath, F. Garrettson Mettee and Harry C. Michaels of Michaels & Heath will become directors of the merged agency, the staff of which will be moved to the United headquarters.

# Astring-O-Sol Campaign Sells a Year's Quota in One Month

**T**HE intensive localized sales and advertising campaigns which we conducted during 1929, and will continue during 1930, to popularize our antiseptic mouth wash, "Astring-O-Sol," were among the most successful ever promoted by this company.

Late in 1928 we had decided to choose some one of our products which possessed special features that could be exploited vigorously without fear of transgressing the ethics of the profession, then go into the best territory for that product and see just how far we could push it by means of intensive newspaper advertising and personal sales work.

After due consideration Astring-O-Sol was selected as the product and Detroit as the territory for the test campaign.

We needed a theme for the advertising campaign, of course, and as we

As told to D. G. Baird

BY D. S. McNAUGHTON  
AND W. H. HERBERT

*Sales and Advertising Managers, Frederick Stearns & Company, Detroit*



(Above) Window displays played an important part in the Astring-O-Sol campaign. The company's own men installed 375 displays in the Detroit campaign. (Left) One of the prime reasons for the success of this campaign was the combination of plans used to win the interest and support of salespeople in the retail outlets.

Frederick Stearns and Company during the current year tested out a new plan of localized advertising and intensified sales effort which has been unusually successful. In the Detroit campaign dealers bought a year's supply in one month. How the company got dealers to merchandise the advertising and devote window display space to product is told here.

were running quarter-page advertisements of Astring-O-Sol in a popular national weekly at the time, we began testing different themes in those ads. Each ad carried a coupon for a free sample, and since for several years we have kept a record of inquiries we were prepared to judge the effectiveness of each theme.

In the course of this campaign we published, on December 1, a picture of a pretty girl using Astring-O-Sol and featured the heading, "Beautifying . . . because Beauty is as Beauty does."

This advertisement produced 302 coupons within one week following date of publication—just about the average.

Other advertisements of the series



appeared, presenting different themes, without causing any unusual excitement. Then late in December, when our advertising appropriation for the year was nearly exhausted, we wished to save a little money on art work, so we decided to use for our January 12 insertion the same pictorial copy which we had published in the December 1 issue.

We did this, using the same pretty girl, but featuring the head: "Morning Mouth." Everybody has it. . . . Astring-O-Sol corrects it!" instead of the "Beautifying" one.

This advertisement produced 1,075 coupons within one week following date of publication, or more than three times as many as the other in which the same pictorial copy had been used.

That was highly gratifying, but not sufficiently conclusive, so we ran several other advertisements, using different themes, and the response to each was about the average. Then we tried the "Morning Mouth" theme again, with a man in the picture, and the returns took a big jump, though not so high as the first time we used this theme; we ran the same theme with a pretty girl in the picture and they mounted higher than ever. We tried two persons in the picture and the returns dropped off somewhat.

All told, we spent several thousand dollars in testing this theme, the effectiveness of which had first been discovered by accident, but when the tests were completed we knew we were right. The "Morning Mouth" theme, with a pretty girl in the picture, was the correct combination.

We then laid plans for the Detroit campaign and on April 1 two representatives were sent out to sell nothing but Astring-O-Sol in Detroit, while a third worked the nearby territory. Each representative was armed with a portfolio, newspaper size, which he used as a presentation of the proposed campaign.

Eight full-page advertisements were to be published in two Detroit newspapers, there was a special deal for the druggist and a special deal for the customer, and there were abundant dealer helps such as window displays,

**ASTRING-O-SOL**  
CONCENTRATED FOR THREE REASONS



**"MORNING MOUTH"**  
*Everybody has it... Astring-o-sol corrects it!*

Regardless of how thoroughly you brush your teeth at bedtime, you wake up with that dark brown "morning taste," which is the sign of "morning mouth." ASTRING-O-SOL is the pleasant, simple and sure corrective. Gargle ASTRING-O-SOL diluted to your taste, morning and night. Mouth, gums and throat tingle with new exhilaration! ASTRING-O-SOL, the more powerful mouth wash, also protects the oral cavity against cold-bearing germs. It successfully combats unpleasant breath by attacking the bacteriological cause. Cheaper, too, because it is concentrated. Your druggist will confirm these facts.

**FREDERICK STEARNS & COMPANY**  
Sydney, Australia DETROIT, U. S. A. Windsor, Canada

Use this COUPON for FREE SAMPLE

For a free three-day sample of ASTRING-O-SOL, write name and address on this coupon and mail to Dept. 41, Frederick Stearns & Co., Detroit, Michigan.

Name \_\_\_\_\_ Address \_\_\_\_\_

**FOR MOUTH AND THROAT**  
Does more Taste

*In running the tests to determine which type of copy pulled the best, one of these advertisements pulled 302 inquiries, but the other pulled 1,075—more than three times as many. Can you judge which outpulled the other? Details of the test are explained in the accompanying article.*

counter displays, and model sales presentations. Dealers were told that 100,000 Detroiters had bought Astring-O-Sol in 1928 without the forthcoming newspaper advertising and that with this newspaper advertising 200,000 would buy Astring-O-Sol in 1929.

The active cooperation of the drug chain stores was enlisted and group sales contests within their organizations were encouraged. Managers and assistant managers were gathered into meetings and the virtues of Astring-O-Sol, the methods of sales presentation, and the extent of the advertising campaign were explained to them by our sales manager in exactly the same way as the individual retail proprietor received the information from our regular salesmen.

Our representatives who introduced

the campaign to dealers promptly began to bring in big orders, some of them from small dealers who apparently had overbought. They kept right on bringing in big orders. They sold twelve times as much Astring-O-Sol in April as our usual quota for that month. In other words, they had stocked our dealers with a normal year's supply in a single month, although we, of course, expected more than normal volume as a result of the pre-campaign sales push.

All this was done in April, before the newspaper advertising campaign began.

The goods were not sold on consignment but retailers had made such an important investment in our product on the strength of intensive sales methods that we began to wonder

**ASTRING-O-SOL**  
CONCENTRATED



**BEAUTIFYING**  
*.. because Beauty is as Beauty does*

Real Beauty is not indicated by features alone. Far more important is the charm which positive cleanliness and sweetness impart. In ASTRING-O-SOL, science has perfected a formula for the positive combating of charm's most insidious enemy—unpleasant breath. Likewise, a few dashes of ASTRING-O-SOL in a quarter-glass of water brings a zest, exhilaration and sense of cleanliness to the mouth and throat not experienced with ordinary mouth washes. Next time, just say to your druggist, "Give me the best, the most effective mouth and throat wash ever produced." If he is a druggist who has given serious thought to such products, you may be assured you will get ASTRING-O-SOL.

**FREDERICK STEARNS & COMPANY**  
Sydney, Australia DETROIT, U. S. A. Windsor, Canada

Use this COUPON for FREE SAMPLE

For a free three-day sample of ASTRING-O-SOL, write name and address on this coupon and mail to Dept. 41, Frederick Stearns & Co., Detroit, Michigan.

Name \_\_\_\_\_ Address \_\_\_\_\_

**FOR MOUTH AND THROAT**  
Does more! Costs less! Tastes better!

whether some of those druggists were going to sell all the Astring-O-Sol they had bought. We concluded that they were not unless they were given some unusual stimulus, so we went to work to provide the necessary sales effort.

The first newspaper advertisement of the campaign appeared May 7 and was followed at weekly intervals by others for the first three weeks, then at greater intervals until July 10.

It so happened that the Detroit Retail Druggists Association was holding a social function about the middle of May and we conceived the idea of telling the story of the Astring-O-Sol

(Continued on page 595)



# Brand Identity for the Product Sold in Bulk

BY JOHN J. McCARTHY

The Borden Company, selling a large volume of its malted milk to soda fountains, felt the necessity both for telling consumers where their brand was being used in fountain drinks, and, at the same time, providing the fountain owner with a strong merchandising plan for building more business. How they planned a campaign to accomplish this is told here.

**H**OW a properly planned and executed business paper campaign will bring the desired results is aptly illustrated by the experience of the malted milk sales department of the Borden Company. The Borden Malted Milk advertising campaign, appearing for the past three years in the leading drug and soda fountain business papers, has been a real factor in merchandising Borden's Malted Milk national advertising, educating the fountain-owner on how to develop a profitable volume, and in promoting Borden's Malted Milk sales.

Furthermore, this business paper advertising has also served one of the main purposes of this type of advertising—creating good will for Borden products in the fountain and drug trade.

Every advertisement in this Borden's Malted Milk campaign during the past three years has carried a coupon. This coupon does not offer the reader any particular inducements for signing, nor are the advertisements especially planned to get the reader to clip the coupon, yet the response has been substantial.

The same list of publications has been used for the past three years, and the response has increased each year. A true barometer that business paper advertising has that accumulative effect which many advertisers

often seek, but fail to get, simply because they do not keep plugging long enough.

Also the fact that the Borden campaign has pulled an increasing number of replies without making a special offer is ample evidence that the right business paper copy will bring returns. It belies the attitude of not a few advertisers who claim that business paper advertising cannot be gauged to bring inquiries unless an unusual offer is made to the dealer.

According to Stuart Peabody, advertising manager of the Borden Company, each piece of copy in this malted milk campaign is worked out in close cooperation by the agency, the Borden advertising department and the malted milk sales department. No single advertisement is prepared more than two months in advance of its insertion.

Consequently, the Borden's Malted Milk business copy carries a slant which is both timely and in accord with the current sales activities.

"With business paper copy," stated Mr. Peabody, "it is not our policy to put the entire responsibility upon our advertising agency. We feel that their specialized job is consumer copy. With the trade copy, the responsibility rests largely with us, because we are much closer to our trade than the agency. We should know what best appeals to them."

## DOUBLE

Your Fountain Sales

# with a DOUBLE RICH

Malted Milk



**THE** fountains which are getting the sales volume today are featuring a double rich Malted Milk drink. Because it's a real leader which not only packs a good profit, but attracts the buying crowd.

Furthermore, it's a leader which will work the year 'round, and build up for your fountain that profitable, repeat business not only on malted milk but your other items.

To get this volume business, the malted milk you serve must be actually "double rich"—Borden's. A nationally advertised delicious drink made of quality ingredients. Borden's is known, accepted and enjoyed by thousands of fountain patrons everywhere.

## Borden's MALTED MILK

ASK for the formula for this "double rich" malted drink which will get you real fountain business. And send for the fountain strips and Diamond Sign and the attractive plaques which tell the world that you serve Borden's.

Tie-up directly with the Borden national advertising—designed especially to develop your fountain sales volume.

BORDEN SALES COMPANY  
350 Madison Avenue  
New York City

Please send me, without obligation, the profitable Malted Milk formula, the book of Soda Fountain Ideas, attractive fountain plaques and the red Borden Diamond Sign.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

*Part of the Borden advertising is designed to encourage soda fountains to feature malted milk drinks as leaders.*

For the past three years, the Borden Company has been nationally advertising Borden's Malted Milk as a fountain drink. Borden's Malted Milk is sold in bulk, and therefore it is impossible directly to identify it to the consumer. However, the Borden Company identify for the consumers the fountains which serve Borden's Malted Milk. This is achieved through the use of a red diamond sign.

Readers of the Borden's Malted Milk advertising are told to patronize the fountains which display the red Borden Diamond. Consequently, this Borden's national advertising is in reality a national campaign in the direct interest of the fountain-owner. It features not only Borden's Malted Milk, but also the fountain. All the fountains displaying the red Borden Diamond serve Borden's Malted Milk exclusively.

The business paper campaign was one of the means which the Borden Company employed to show the fountain owner the advantage of tying up with the Borden's Malted Milk advertising. There were also other jobs

(Continued on page 602)



Products commonly thought of as drab and uninteresting take on a new glory when they are presented with such originality of composition and such artistry of lighting as these kitchen utensils. Photograph by Arthur Gerlach, for Vollrath Ware.



# Sales Management Gallery

This sunny little newsy delivers the sales message for the International Paper Company, in its recent advertising. Photograph by Doris Day.



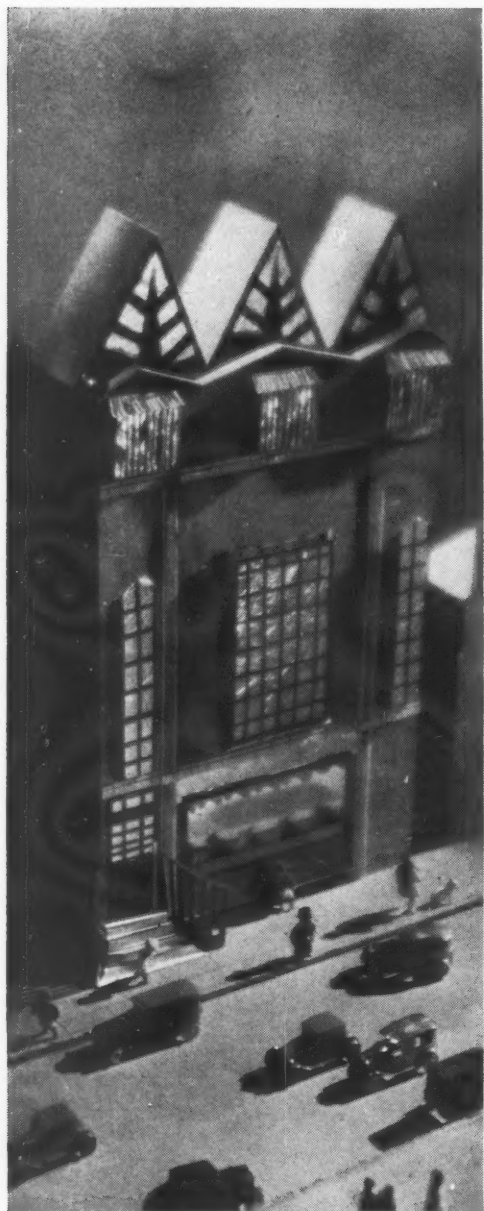
Oldsmobile thus unifies a four-way sales story. The various panels were captioned, in the publication advertising (left to right): "To design progressively"; "To build faithfully"; "To sell honestly"; and "To service sincerely." Photograph by Grancel Fitz Studios, for Olds Motor Car Company.





The use of the right accessories in this picture carries the unmistakable impression that Cashmere Bouquet gets into the finest of bathrooms. Photo by Don Diego for Colgate-Palmolive-Peet Company.

Trick photography produces this unusual illustration for an advertisement for Fineart coffee. Such photographs, together with an extremely unusual package, are building a prestige for the product which no soluble coffee has heretofore enjoyed. Photograph by Grancel Fitz Studios.



This picture and the one at the top right journey into the realm of pure fancy to bid for more than casual attention. Photograph by Anton Bruehl for Primrose House.



This amusing little football figure has been putting seasonal interest into Knox hat advertising. Photo by Anton Bruehl.



A medal winner in the exhibition before the Art Directors' Club of New York. Photo by Horace Scandlin for Hooven, Owens, Rentschler.

# IN NOVEMBER THE EVENING WORLD GAINED

## 40,903

## LINES

This is particularly significant when you consider that *all* other standard size evening papers lost during the same period.

Business is good with The Evening World because the progress of this foundation newspaper is based on the stability and the substantiality of a reader group drawn from the *buying* class in *all* income groups.

### The Evening World

New York's FOUNDATION Newspaper

TRIBUNE  
TOWER  
CHICAGO

PULITZER BUILDING  
NEW YORK

GENERAL  
MOTORS BLDG.  
DETROIT



# November Newspaper Lineage in Sixty-One Cities

Newspaper lineage in November just about held its own. The October figures showed a gain over last year of 7.6 per cent. In the newspapers of sixty-one cities listed below the total lineage was 191,097,417, only 37,701 less than in the same month last year. There were increases by ninety-six papers, losses by ninety-two.

A compilation by Media Records finds a total of 229,650,956 lines in seventy-four cities, 1,023,923 less than in November, 1928. Analysis of these figures discloses the fact that the losses fell mainly on the Sunday issues. The dailies had 192,120,100 lines, 1.6 per cent more than in November, 1928, while the Sunday papers with 37,530,856 lines had 9.6 per cent less. The dailies in forty-six cities had gains while the Sunday papers in only eleven among seventy-three cities had gains.

The compilation below is from figures obtained by this magazine, the statistical department of the New York Evening Post and the Advertising Record Company:

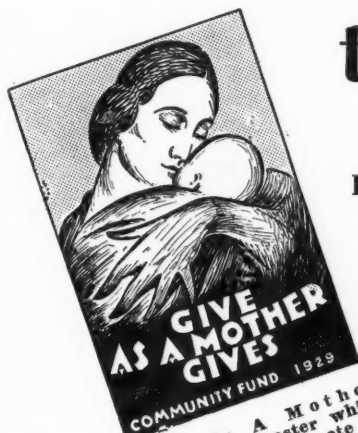
	1929	1928	Change
Albany .....	2,285,872	1,946,889	+338,983
Atlanta .....	2,949,492	3,149,538	-200,046
Aurora .....	847,980	897,288	-49,308
Baltimore .....	4,745,478	4,424,562	+320,916
Birmingham .....	2,704,906	2,931,544	-226,638
Boston .....	6,079,724	5,972,745	+106,979
Bridgeport .....	2,483,411	2,242,813	+240,598
Buffalo .....	3,757,797	4,243,704	-485,907
Camden .....	1,803,016	2,066,936	-263,920
Cedar Rapids .....	878,330	868,084	+10,246
Chicago .....	7,511,962	8,146,415	-634,453
Cincinnati .....	3,722,344	3,934,490	-212,146
Cleveland .....	4,078,532	4,254,225	-175,693
Columbus .....	3,376,363	3,499,935	-123,572
Dayton .....	3,238,522	2,958,634	+279,888
Denver .....	2,186,101	2,189,104	-3,003
Des Moines .....	1,890,992	1,579,696	+311,296
Detroit .....	5,815,530	5,827,234	-11,704
Fort Worth .....	2,168,922	2,158,324	+10,598
Gary .....	948,699	974,726	-26,027
Grand Rapids .....	2,036,692	2,036,692	.....
Hartford .....	2,751,208	2,726,963	+24,245
Houston .....	3,448,802	3,201,436	+247,366
Indianapolis .....	3,336,378	3,139,695	+196,683
Jacksonville .....	1,461,837	1,467,593	-5,756
Kan. City (Mo.) .....	3,537,064	3,548,981	-11,917
Long Beach .....	1,647,446	1,667,113	-19,667
Los Angeles .....	6,505,268	6,621,860	-116,592
Louisville .....	3,128,227	3,267,140	-138,913
Memphis .....	2,796,122	2,853,977	-57,855
Miami .....	1,396,150	1,250,571	+145,579
Milwaukee .....	3,412,340	3,443,156	-30,816
Minneapolis .....	3,387,771	3,168,462	+219,309
New Bedford .....	1,006,148	881,150	+124,998
New Orleans .....	3,864,744	3,978,903	-114,159
New York City .....	16,463,928	16,937,154	-473,226
Newark .....	1,740,363	1,937,805	-197,442
Oakland .....	2,471,728	2,438,632	+33,096
Okla. City .....	2,344,091	2,379,956	-35,865
Omaha .....	1,848,889	1,937,625	-88,736
Paterson (N.J.) .....	2,558,936	2,399,120	+159,816
Peoria .....	2,193,579	2,152,249	+41,330
Philadelphia .....	7,002,465	7,215,339	-212,874
Providence .....	2,963,751	3,036,835	-73,084
Richmond .....	2,089,262	1,962,072	+127,190
Rochester .....	3,773,356	3,623,825	+149,531
St. Louis .....	4,243,420	4,410,280	-166,860
St. Paul .....	2,789,654	2,812,670	-23,016
Salt Lake City .....	2,067,198	2,175,040	-107,842
San Antonio .....	3,032,326	3,072,168	-39,842
San Francisco .....	4,407,198	3,900,738	+506,460
Seattle .....	3,227,645	3,053,631	+174,014
South Bend .....	1,964,501	1,955,396	+9,105
Spokane .....	2,490,267	2,358,748	+131,519
Springfield, Mass. ....	1,739,276	1,537,480	+201,796
Tampa .....	1,187,578	1,144,906	+42,672
Toledo .....	2,107,254	2,338,032	-230,778
Trenton .....	899,032	883,300	+15,732
Tulsa .....	2,349,820	2,209,618	+140,202
Washington .....	4,687,492	4,626,118	+61,374
Wilkes-Barre .....	1,064,266	1,115,884	-51,618
Totals .....	191,097,417	191,135,118	-37,701

ALBANY			
Knickerbocker			
Press .....	670,663	597,320	+73,343
*News .....	884,903	706,045	+178,858
Times-Union .....	730,306	643,524	+86,782
Totals .....	2,285,872	1,946,889	+338,983
ATLANTA			
Journal .....	1,377,376	1,404,256	-26,880
Constitution .....	1,000,482	984,704	+15,778
Georgian-American .....	571,634	760,578	-188,944
Totals .....	2,949,492	3,149,538	-200,046
AURORA			
*Beacon News .....	847,980	897,288	-49,308
**3,822 lines in heads and reruns not counted last year.			
BALTIMORE			
Sun .....	1,372,954	1,371,958	+996
*Eve. Sun .....	1,769,140	1,780,744	-11,604
American .....	213,523	178,849	+34,674
*News .....	971,520	721,596	+249,924
*Post .....	418,341	371,415	+46,926
Totals .....	4,745,478	4,424,562	+320,916
BIRMINGHAM			
Age-Herald .....	707,308	741,090	-33,782
News .....	1,471,568	1,545,256	-73,688
*Post .....	418,341	371,415	+46,926
Totals .....	2,704,906	2,931,544	-226,638
BOSTON			
Herald-Traveler .....	1,609,686	1,548,472	+61,214
Globe .....	1,496,363	1,442,211	+54,152
Post .....	1,377,602	1,414,541	-36,939
Record .....	173,555	162,933	+10,622
Am. and Sunday			
Advertiser .....	721,714	754,117	-32,403
*Transcript .....	700,804	650,471	+50,333
Totals .....	6,079,724	5,972,745	+106,979
BRIDGEPORT (CONN.)			
Telegram .....	860,254	765,398	+94,856
Post .....	857,582	794,905	+62,677
Sun. Post .....	117,514	127,725	-10,211
Times-Star .....	566,502	470,772	+95,730
Sun. Herald .....	81,559	84,013	-2,454
Totals .....	2,483,411	2,242,813	+240,598
BUFFALO			
Courier-Express .....	935,592	1,381,009	-445,417
Times .....	1,347,355	1,328,268	+19,087
*News .....	1,474,850	1,534,427	-59,577
Totals .....	3,757,797	4,243,704	-485,907
CAMDEN			
Evening Courier .....	905,138	1,053,558	-148,420
Morning Post .....	897,878	1,013,378	-115,500
Totals .....	1,803,016	2,066,936	-263,920
CEDAR RAPIDS (IA.)			
Eve. Gazette & Republican .....	773,197	728,776	+44,421
Sun. Gazette & Republican .....	105,133	139,308	-34,175
Totals .....	878,330	868,084	+10,246
CHICAGO			
Tribune .....	2,571,643	2,706,814	-137,171
Herald-Examiner .....	1,115,241	1,251,630	-136,389
*Daily News .....	1,752,007	1,908,534	-156,527
*American .....	1,216,505	1,478,094	-261,589
*Post .....	438,250	450,774	-12,524
Times .....	418,316	418,316	.....
*Journal .....	350,569	350,569	.....
Totals .....	7,511,962	8,146,415	-634,453
CINCINNATI			
*Post .....	928,886	950,670	-21,784
*Times-Star .....	1,333,514	1,405,586	-72,072
Enquirer .....	1,175,398	1,260,658	-85,260
Tribune .....	284,546	317,576	-33,030
Totals .....	3,722,344	3,934,490	-212,146
CLEVELAND			
Plain Dealer .....	1,478,337	1,540,200	-61,863
News-Leader .....	1,072,968	1,172,625	-99,657
*Press .....	1,527,227	1,541,400	-14,173
Totals .....	4,078,532	4,254,225	-175,693
COLUMBUS			
Dispatch .....	1,772,020	1,946,497	-174,477
Journal .....	523,882	554,747	-30,865
*Citizen .....	1,080,461	998,691	+81,770
Totals .....	3,376,363	3,499,935	-123,572
DAYTON			
News .....	1,559,474	1,442,420	+117,054
*Herald .....	1,098,328	923,538	+174,790
Journal .....	580,720	592,676	-11,956
Totals .....	3,238,522	2,958,634	+279,888
DENVER			
News .....	688,586	759,665	-71,079
Post .....	1,497,515	1,429,439	+68,076
Totals .....	2,186,101	2,189,104	-3,003

DES MOINES			
Register .....	841,875	509,914	+331,961
*Tribune .....	1,049,117	1,069,782	-20,665
Totals .....	1,890,992	1,579,696	+311,296
DETROIT			
News .....	2,867,928	2,940,518	-72,590
Times .....	1,411,494	1,494,388	-82,894
Free Press .....	1,307,600	1,392,328	-84,728
†Daily (tab.) .....	228,508	.....	+228,508
Totals .....	5,815,530	5,827,234	-11,704
†Started publication June 3, 1929.			
FORT WORTH			
Star-Telegram .....	973,182	1,009,554	-36,372
Record-Telegram .....	520,478	1,187,984	-22,302
Press .....	675,262	605,990	+69,272
Totals .....	2,168,922	2,158,324	+10,598
GARY			
Post-Tribune .....	948,699	974,726	-26,027
GRAND RAPIDS			
*Press .....	1,370,152	1,381,044	-10,892
*Herald .....	666,540	655,648	+10,892
Totals .....	2,036,692	2,036,692	.....
HARTFORD			
*Times .....	1,661,199	1,653,772	+7,427
Courant .....	1,090,009	1,073,191	+16,818
Totals .....	2,751,208	2,726,963	+24,245
HOUSTON			
Chronicle .....	1,479,268	1,319,738	+159,530
Post-Dispatch .....	1,252,748	1,187,984	+64,764
*Press .....	716,786	693,714	+23,072
Totals .....	3,448,802	3,201,436	+247,366
INDIANAPOLIS			
*News .....	1,578,642	1,619,667	-41,025
Star .....	1,088,679	960,681	+127,998
*Times .....	669,057	559,347	+109,710
Totals .....	3,336,378	3,139,695	+196,683
JACKSONVILLE			
Fla. Times-Union .....	899,808	918,707	-18,899
*Journal .....	562,029	548,886	+13,143
Totals .....	1,461,837	1,467,593	-5,756
KANSAS CITY (MO.)			
Jour.-Post (E&S) .....	684,622	901,897	-217,275
Star (E&S) .....	1,807,349	1,683,509	+123,840
*Star (M) .....	1,045,093	963,575	+81,518
Totals .....	3,537,064	3,548,981	-11,917
LONG BEACH (CALIF.)			
Press-Telegram .....	1,141,231	1,164,177	-22,946
Sun .....	506,215	502,936	+3,279
Totals .....	1,647,446	1,667,113	-19,667
LOS ANGELES			
Times .....	1,829,478	1,976,954	-147,476
Examiner .....	1,738,016	1,719,046	+18,970
*Express .....	775,754	795,354	-19,600
*Herald .....	1,419,138	1,429,218	-10,080
*Record .....	401,758	392,476	+9,282
*News (tab.) .....	341,124	308,812	+32,312
Totals .....	6,505,268	6,621,860	-116,592
LOUISVILLE			
Courier-Journal .....	1,265,615	1,228,133	+37,482
Herald-Post .....	853,383	894,654	-41,271
*Times .....	1,009,229	1,144,353	-135,124
Totals .....	3,128,227	3,267,140	-138,913
MEMPHIS			
Comm. Appeal .....	1,292,102	1,256,318	+35,784
*Eve. Appeal .....	762,846	722,428	+40,418
*Press Scimitar .....	741,174	875,231	-134,057
Totals .....	2,796,122	2,853,977	-57,855
MIAMI			
Herald .....	837,760	776,300	+61,460
News .....	558,390	474,271	+84,119
Totals .....	1,396,150	1,250,571	+145,579
MILWAUKEE			
Journal .....	1,820,808	1,702,983	+117,825
Sentinel .....	537,345	657,551	-120,206
*Leader .....	199,653	247,818	-48,165
*Wis. News .....	854,534	834,804	+19,730
Totals .....	3,412,340	3,443,156	-30,816

BUSINESS IS GOOD IN THE TRUE CLEVELAND MARKET

## Cleveland answers the crape-hangers



Five hundred and one thousand, six hundred and five persons have just contributed \$4,654,357.97 to Cleveland's Community Fund.

This is the largest sum of money ever raised at one time in any city in the world by public subscription.

A larger number of persons contributed to this fund than ever gave money in any similar endeavor anywhere.

Approximately half of Cleveland's population were contributors. They oversubscribed the Fund goal by \$4,357.97 within the time limit of the campaign.

And 17,138 more persons gave to the Fund this year than last.

This is Cleveland's answer to those who have said that the recent stock market upheaval has rocked business. It is evidence of the stability and continued industrial prosperity of this great community. Held in the ten days which immediately followed the crash of stock values, it is proof of Cleveland's great wealth and financial soundness.

Business is good in The TRUE Cleveland Market!

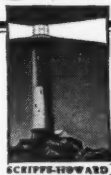
And The Cleveland Press is the favorite newspaper in nine of every ten English-reading Cleveland homes!

# The Cleveland Press

NATIONAL ADVERTISING

230 Park Avenue, New York City  
Atlanta . Detroit . Dallas . Buffalo

The ADVERTISING BUY



TISING DEPARTMENT

919 N. Michigan Avenue, Chicago  
Philadelphia . Los Angeles . San Francisco

I N C L E V E L A N D

### *Swift to Introduce Packaged Meats*

The introduction of identifiable packaged meats on an extensive scale is expected to follow a research and pioneering program now being undertaken by Swift & Company, Chicago packers. The company has not progressed far enough to make any general announcement, A. D. White, advertising manager told SALES MANAGEMENT, and there are "many factors that have to be taken care of before any advertising activity can be started. "One is the proper type of refrigerator case for display and storage in retail stores. Our own facilities have to be broadened somewhat to take care of the primary supply at various points."

### **Sues Collier and Cowie for Breach of Contract**

Barron Collier, president of Barron G. Collier, car card advertising, and Robert E. M. Cowie, president of the Railway Express Agency, and their companies, were sued this week in the Supreme Court at New York, for \$975,000 damages by Joseph Weiner, London advertising man, on the ground that after he had disclosed to them a plan for using the 13,000 trucks of the express agency for poster advertising, they broke a contract with him, organized their own company to run the business, and excluded him. It is charged that Mr. Weiner's exclusion was due to a conspiracy between the defendants to "deprive the plaintiff of the benefits and profits of the contract, after having obtained for themselves the information necessary to enable them to proceed."

### **Release Havoline Film**

Wilding Picture Productions, Inc., Detroit, Central Western representatives of Fox-Case Commercial Movietone, have released a short length talkie for the Indian Refining Company, advertising their product, Havoline Wax Free Oil. It is said to be the first commercial movietone short length film to be presented, over the entire country on theatre advertising programs.

### **Monitor Names Blanchard**

M. Alvah Blanchard, who has been in charge of hotel and travel advertising in the New York office of the *Christian Science Monitor*, has been made Western advertising manager with headquarters in Chicago—changing places with Horace H. Delano, who will go to New York to take charge of his former work.

### **Grand Union Cuts Coffee 10 Cents; Others in "War"**

A reduction of ten cents—from twenty-nine to nineteen cents a pound—in the price of Early Morn coffee, was announced this week by the Grand Union Company, second oldest chain store organization in the country and one of the largest coffee distributors.

The Grand Union Company operates chain grocery stores in New York State, Pennsylvania, Massachusetts, Connecticut and Vermont, through its subsidiaries, the Grand Union Grocery Stores, Progressive Grocery Stores, Oneida County Creameries and also the Glenwood Food Shops, which it operates but does not own.

The Great Atlantic & Pacific Tea Company, Standard Brands, Inc., and General Foods Corporation, have also announced a substantial reduction in coffee lately.

### **D. S. Eddins Becomes Acting Head of Olds**

D. S. Eddins, who has been vice-president and general sales manager of the Olds Motor Works, Lansing, Michigan, is now vice-president and general manager, assuming many of the duties of I. J. Reuter, president of the company, who, as announced in SALES MANAGEMENT December 7, is taking charge of the Opel Works for General Motors Corporation in Germany. Mr. Reuter retains his title as president of Olds.



**D. S. Eddins**

### **General Foods Announces 37,350 Stockholders**

General Foods Corporation now has 37,350 stockholders—an increase of 13,350 in the past two months, and of 15,350 since March, Colby M. Chester, president, announced this week.

In September, 1928, the company had only 8,017 stockholders.

To represent its expansion into various branches in the food industry, the name General Foods Corporation was adopted last summer by the former Postum Company.

### **Harry Creech Leaves Sun-Maid Growers**

Harry M. Creech, for the last eighteen months president and general manager of the Sun-Maid Raisin Growers' Association, the Delaware manufacturing corporation of the California association by the same name, has tendered his resignation, effective about the middle of January.

Mr. Creech came to Fresno in 1923, as chief aid to Ralph P. Merritt, then head of the Sun-Maid organization. When Mr. Merritt resigned in 1928, Mr. Creech was elected to succeed him.

### **Swift Chosen Head of U. S. Envelope**

Willard E. Swift, of Worcester, has been elected president of the United States Envelope Company, Springfield, Massachusetts, filling the vacancy caused by the recent death of James Logan. Eldon V. Johnson, Springfield, has become general manager, in addition to his duties as first vice-president. Robert L. Allison was elected third vice-president and general manager. William O. Day, of Springfield, remains as treasurer, and Ernest M. Whitcomb, of Amherst, as second vice-president.

### **A Correction**

In a story in the December 21 issue of SALES MANAGEMENT, on the plans and scope of the new Mutual Drug Company, it was mentioned that the Hessig-Ellis Drug Company of Memphis is now included in the new Mutual Company. This was wrong. The Hessig-Ellis Drug Company was merged with another organization known as the Ellis-Van Vleet Company, with headquarters in Memphis—which was acquired by McKesson & Robbins in September. Robert R. Ellis relinquished the presidency of the Ellis-Van Vleet Company at that time.



## Astring-O-Sol Campaign Sells Year's Quota

(Continued from page 585)

campaign to the meeting in an impressive manner. We had a four-page supplement of a regular newspaper published and distributed on the ballroom floor by newsboys.

The first two pages of the supplement were devoted to news and fun about the meeting, the third told the story of the Astring-O-Sol campaign and introduced "Madame X," and the fourth was the Astring-O-Sol advertisement.

About 1,500 copies of the paper were delivered on the ballroom floor and the next morning we mailed out 1,000 more to a select list, with a letter.

We selected the more than 300 druggists who had bought a gross or more of Astring-O-Sol and sent them a letter, accompanied by a photograph of "Madame X" with the face whitened out, telling them that she would call on them and would pay \$1.00 to \$5.00 to each druggist who sold her a bottle of Astring-O-Sol; \$1.00 if he made only an ordinary sales presentation, \$5.00 if he gave her an exceptionally good sales talk.

### Started House Organ

To further this plan and to create greater interest we then began to publish the "Morning Mouth Organ" in which we chronicled the adventures of "Madame X" from day to day and reproduced photographs of the druggists who won honors and dollars by selling her a bottle of Astring-O-Sol.

This little house organ, processed on special loose sheets, proved highly effective. Many druggists and clerks appreciated the publicity given them more than they did the money, and at the same time this gave us an opportunity to get across our sales ammunition by telling others of the best selling tactics employed by the successful ones. The stories were told in breezy style, and gave the impression that Detroit druggists were concentrating on Astring-O-Sol.

Early in the campaign, when enthusiasm for the Madame X shopping stunt—the "Morning Mouth Organ" and the newspaper advertising—was at peak, we ourselves installed window displays in 375 of the leading drug stores in Detroit.

About August 1, wishing to learn how much of their stocks had been moved off of the dealers' shelves, we made three separate checks, one through each of the newspapers in which the advertisements appeared

(Continued on page 599)

## Extravagant Statement?

It Certainly Looks Like One!

# BUT THIS\* IS TRUE OF THE SOUTH



### ALSO TRUE:



You can't cover the Nation without covering the South—and you can't cover the REAL South without Holland's.

\* During the past ten years the increase in **INCOME TAXES** in the South Exceeded that of the Nation by

## 100%



The South Produces 25% of the Nation's total Annual Income... 20 Billion Dollars a Year to spend . . . . .

ONE THING is certain; there can be no income taxes without incomes. When a single section of the United States leads the Nation in increase of income taxes paid; not for one year, but for ten successive years: that section **MUST** be classed as exceptional.

The 20 BILLION dollars of annual wealth produced in the South by its 27 million people, makes a market worth cultivating, at least as intensively as other sections. And yet the percentage of coverage which National lists give the South, is lower than in any other section. Include Holland's in the National list and you **EQUALIZE** coverage in the South.

# Holland's

The Magazine of the

## SOUTH

**Circulation 425,000**

In the South 68,000 More Than Any Other Magazine Published

Main Office and Publishing House, Dallas, Texas  
Eastern Office, New York, 52 Vanderbilt Avenue  
Western Office, Chicago, 122 S. Michigan Avenue

## 2,000 Newspapers May Carry Announcement of "Improved" Ford

In a full-page advertising program, expected to embrace some 2,000 daily newspapers in the United States and Canada, the improved model A of the Ford Motor Company will make its debut the first week in January, SALES MANAGEMENT learned this week.

The car, to be of four cylinders and of the same horsepower as the present, will have longer lines and several improvements in appearance and accessories. There will be no increase in price.

It has been rumored that Ford would introduce a six-cylinder car, but these reports have been discounted by Ford officials.

Elements of surprise, however, are always introduced in the Ford merchandising program. When the general price reduction was announced in full-page space in 1,971 newspapers November 1, the plans were kept secret until the last moment. At eight p. m. October 31, the complete advertisements were filed with the Western Union by N. W. Ayer & Son in Philadelphia, containing a message of 588 words for transmission. None of the papers had been notified in advance. The text was given to the telegraph company in the form of one proof of a full-page advertisement, with numerous marginal notations showing style, size of type to be used, and even the spacing between lines. All this had to be reduced to telegraphic message form—thirty operators being employed at Philadelphia alone to transmit it. The average actual transmission time for each separate telegram was fifteen minutes. Distribution of the Fordham tractors is now being taken from Ford motor car dealers and will be handled exclusively by wholesale and retail agricultural machinery organizations.

## 1,000 Obsolete Radios Feed Philco Blaze

One thousand obsolete radio receivers formed perhaps the biggest radio fire in the history of the industry, held the other day near City Hall, Philadelphia, under the auspices of local dealers of the Philadelphia Storage Battery Company.

The event was arranged by J. C. Marden, advertising and promotion manager of Motor Parts, Philco distributors there, with the idea of boosting business in new sets in the Philadelphia territory.



R. A. Whidden

## Bauer & Black Elects Whidden President

Ray A. Whidden, for the last three years vice-president and general manager of Bauer & Black, Inc., division of the Kendall Company, Chicago, has been elected president to succeed A. Bauer, now chairman of the board, who has been head of this organization for nearly thirty-five years, and was one of its founders.

H. L. Wells become vice-president and general manager, and C. K. Perkins, vice-president in charge of marketing. Both of these executives joined Bauer & Black a year ago at the time of the merger with the Kendall Company.

From 1909 to 1927, Mr. Whidden was with Eli Lilly & Company, Indianapolis, as manager of the Chicago and San Francisco divisions. He represented Bauer & Black in the arrangements leading up to its merger with the Kendall Company.

## Soviets Want Razors; Gillette Optimistic

Razor blades are scarce in Russia—selling for as much as fifty cents each, Frank J. Fahey, vice-president of the Gillette Safety Razor Company, Boston, pointed out this week in commenting on a recent wireless dispatch from Moscow to the New York Times, mentioning a preliminary agreement had been reached for a concession to manufacture Gillette blades there. Out of its population of 154,000,000, Russia has about 40,000,000 shavers, Mr. Fahey said.

## Durant Will Seek Public "Verdict" in Big Campaign

After a year of development work under the new regime which acquired control of the company last January, Durant Motors, Inc., will start in a few weeks an intensive program to "submit their case to the public for its verdict." A preliminary step in the program is the publication of a five-page advertisement in a recent issue of the *Saturday Evening Post*.

Although definite plans for the campaign may be "of necessity contingent upon business conditions, and innumerable other factors," an official of the organization told SALES MANAGEMENT, "the significance of the five-page spread must be apparent to the trade and a great portion of the public. The group of pioneers who assumed control of Durant this year have progressed steadily and quietly in the development of their plans. The basic advertising media now employed will be continued—including magazines, outdoor, newspapers, radio and direct mail."

The present Durant organization is headed by A. I. Philip, chairman of the board; F. J. Haynes, president; R. A. Vail, vice-president, and R. T. Hodgkins, general sales manager—the advertising plans being made by George Harrison Phelps, Inc., Detroit.

## Lamp Sales Increased 55,000,000 in 1929

Three hundred and forty million large and 292,000,000 small lamps were sold in the United States in 1929—an increase respectively of 18,000,000 and 37,000,000 over last year—John Liston of the General Electric Company, announces as a result of a survey. These sales exceed all previous figures, Mr. Liston said, "and the price for lamps has been downward for a number of years."

## Rice-Stix to Conduct School of Retailing

The Rice-Stix Merchants' Service Bureau of St. Louis will inaugurate March 1 a School of Retailing which will offer a one month's course in merchandising, showcard writing, advertising, window trimming and general retail selling.

A new course will begin the first day of each month, except February and August.

UP 25.8%

## *Thanks to You, Readers*

**N**OVEMBER issues gave to Sales Management the biggest single month in advertising volume since the magazine was established in October, 1918 (excepting only March, 1928, and September, 1929, when Reference Numbers supplemented the regular issues of those months). Advertising was up 25.8 per cent over November, 1928.

¶ Sales Management feels indebted to its subscribers for this satisfactory increase in advertising support, which is a continuation of record-breaking months in September and October.

¶ Just as invitations to subscribe to Sales Management are restricted to men and companies in a position to profit from the editorial text of the magazine, so advertisers are not urged to use the columns of Sales Management unless they have a product or service which can be used profitably by readers.

¶ Because you, subscribers, are reading the advertising pages as well as the text pages, and are buying the advertised aids to better selling, increased volume is attracted to our advertising pages—and a large part of that increased volume is being poured back into bettering the editorial service rendered.



## Gossip

A. J. JACQUOT, JR., formerly assistant manager of sales of the R. M. Hollingshead Company, and more recently manager of sales for Aatell & Jones, Inc., paper products, Philadelphia, has joined the Magazine Repeating Razor Company of New York, as assistant to the president.

RALPH E. COOPER, has left the Frigidaire division of General Motors, to become sales promotion manager of the Sterling Sales Promotion Service, Dayton.

CHARLES J. HAUKE, JR., formerly with Corporate Advisers, Inc., New York, has joined the W. F. Powers Company, New York lithograph advertisers, where he will be engaged in research and contact work.

E. O. SHREVE, manager of the industrial division of the General Electric Company, Schenectady, has been made assistant vice-president on the staff of vice-president, J. G. BARRY. WILLIAM W. MILLER, assistant manager of that department, succeeds him.

GEORGE M. BISSELL, for four years national advertising director of the *Chain Store Manager Magazine*, Los Angeles, is now sales promotion manager of the Price Flavoring Extract Company, Chicago.

G. V. LOWRIE has joined the Chicago office of H. K. McCann Company as space buyer. He has been secretary of Crowell, Crane, Williams & Company there.

H. M. HENRIKSEN has been elected treasurer of the John R. Thompson Company, succeeding CHARLES A. McCULLOUGH, who remains a director. Mr. Henriksen is also vice-president of the company.

HENRI BENDER, formerly art director with Batten, Barton, Durstine & Osborn, Inc., of New York, will become art director with the J. Walter Thompson Company, on January 1.

JARVIS WREN is now radio advertising specialist on the staff of Kenyon & Eckhardt, Inc., New York agency. For the past two years, he has been acting in the same capacity for H. C. Goodwin, Inc., of Rochester.

HARRY C. BUTCHER has resigned as chief assistant to the executive secretary of the National Fertilizer Association, to become Washington representative of the Columbia Broadcasting Company.

THOMAS J. MORRIS has announced his retirement from the advertising business to devote his time to literary and professional work. He was formerly with *People's Popular Monthly*, and at one time Western manager and Chicago representative with the Crowell Publishing Company on *Farm & Fireside*.

J. GODFREY GAUMBERG has joined the art staff of the Porter Corporation, Boston. He was formerly with the New York and Chicago offices of the Reincke-Ellis Company, and at one time with the Gardner Company and the Fisher-Wilson Company.

H. O. ANDERSON, who was a special sales engineer for the Rockbestos Products Corporation, New Haven, is now sales manager of the company.

### Now Ralph Moore, Inc.

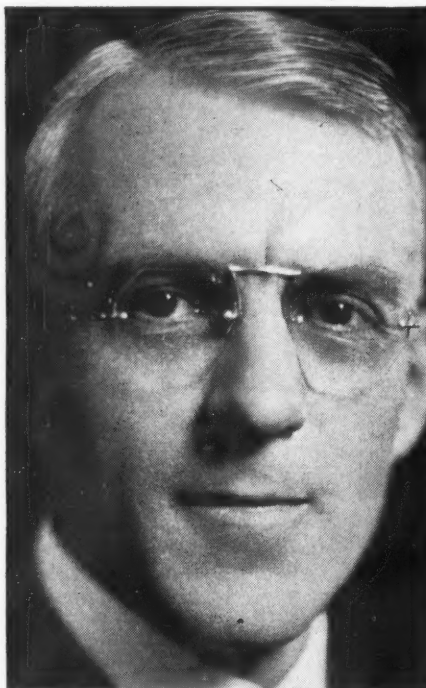
Brockland & Moore, Inc., advertising agency of St. Louis, has changed its name to Ralph Moore, Inc.

## R. C. A. Organize Tube Subsidiary under Frech

R. C. A. Radiotron Company, Inc., subsidiary of Radio Corporation of America, will be established next week by the R. C. A., General Electric Company and Westinghouse Electric & Manufacturing Company to engage in vacuum tube research, engineering, manufacturing and selling.

The new subsidiary is similar in form to the recently organized R. C. A.-Victor Corporation—the Radio Corporation owning 50 per cent of the stock, General Electric 30 per cent and Westinghouse 20. T. W. Frech, a vice-president of the General Electric Company, will be president.

Radio Corporation of America is now a holding company for the following subsidiaries: RCA Radiotron Company, RCA-Victor Corporation, RCA Communications, Radio Marine Corporation, RCA Photophone, Radio-Victor Corporation and National Broadcasting Company.



R. C. Reichel

### Reichel Heads Sales for Jordan Motors

R. C. Reichel has been appointed sales manager of Jordan Motor Car Company, Cleveland, to succeed L. F. Murphy, now vice-president and general manager of Jordan Distributors, Inc., at New York City. Mr. Reichel has spent twenty years in the automotive industry.

## Account Changes

HARTMANN TRUNK COMPANY, Racine, Wisconsin, to Smith, Sturgis & Moore, Inc., New York City.

MIKADO IMPORT COMPANY, New York City, importers of bird cages, to Hazard Advertising Corporation of that city. Magazines, trade papers, direct mail and display material.

COLUMBIAN VISE & MANUFACTURING COMPANY, Cleveland, vises, to Bayless-Kerr Company, there. Business papers and direct mail.

DE METS, candies, and operators of a chain of tearooms in Chicago, to Needham, Louis and Brorby, Inc., there.

KELLER-HEUMANN-THOMPSON COMPANY, INC., Rochester, clothing manufacturers, to the United Advertising Agency, New York City.

ROSS COMPANY, New York City, Winx eyelash preparations and Pert rouge, to Hommann, Tarcher & Sheldon, Inc., of that city.

CINCINNATI POST, a Scripps-Howard newspaper, to Procter & Collier Company of Cincinnati.

THE HEINN COMPANY, Milwaukee, loose-leaf binders, to Burns-Hall Advertising Agency, there.

FRANK G. SHATTUCK COMPANY, operators of the Schrafft Stores in New York, Boston and Syracuse, and owners of W. F. Schrafft & Sons Corporation, Boston, Schrafft candies, to Dorrance, Sullivan & Company, Inc., New York City.

AMERICAN THERMOS BOTTLE COMPANY, Norwich, Connecticut, Thermos vacuum containers, to Cleveland & Shaw, Inc., New York City.

INDIAN MOTORCYCLE COMPANY, Springfield, Massachusetts, Indian motors and Indian outboard motors, to W. I. Tracy, Inc., New York City.

HOTEL WALDORF-ASTORIA, New York City (to open in 1931), to Kenyon & Eckhardt, Inc., New York City.

SHELL PETROLEUM CORPORATION, St. Louis, Shell specialties—Shell lighter fluid, spot remover, handy oil, Kleanzit (a dry cleaner), and a new insecticide and also Shellane, a gas service for homes, to the D'Arcy Advertising Company. Effective January 5. This agency also handles Shell gasoline, motor oils and industrial lubricants.

NEW YORK POLICE COLLEGE, newly established branch of the New York Police Department, to the William H. Rankin Company, Inc., there.

RIT PRODUCTS CORPORATION, of Chicago, Instant Rit, to Henri, Hurst & McDonald, Inc., of that city.

# Sales Management Weekly Index to Motor Activity

(Average of years 1924-28, inclusive, equals 100)

Year 1929	Year 1928
Oct. 12 ... 124	Oct. 13 ... 142
Oct. 19 ... 123	Oct. 20 ... 140
Oct. 26 ... 116	Oct. 27 ... 137
Nov. 2 ... 108	Nov. 3 ... 132
Nov. 9 ... 103	Nov. 10 ... 127
Nov. 16 ... 103	Nov. 17 ... 130
Nov. 23 ... 100	Nov. 24 ... 133
Nov. 30 ... 98	Dec. 1 ... 134
Dec. 7 ... 104	Dec. 8 ... 132
Dec. 14 ... 109	Dec. 15 ... 132
Dec. 21 ... 112	Dec. 22 ... 127

The exact sources of data on which the SALES MANAGEMENT Weekly Index of Motor Activity are based cannot be completely explained or disclosed for the reason that much of the information used is obtained in confidence. The computation itself is entrusted to one of the leading economists and statisticians of the automotive industry.

The principal factor involved is that of factory consumption, the data being used along this line involving approximately 25 per cent of the total production of the motor car industry. Inasmuch as production of automobiles is adjusted to retail sales at relatively short intervals of time, this index really portrays to some extent the trend of motor car retail sales as well as of motor car production. The volume of business transacted by the automotive industry, including its tremendous consumption of many and varied types of products as glass, steel, paint, cotton, copper, etc., gives this index of motor activity much significance from the standpoint of the business of the country at large. The fact that it can be obtained weekly also contributes to making it one of the most valuable indices to general business conditions that have been thus far developed.

## Astring-O-Sol Campaign Sells Year's Quota

(Continued from page 595)

and one by ourselves. All three revealed that 75 per cent of the original stock was gone, and many dealers reported that a large majority of those who had bought Astring-O-Sol during the campaign had never bought mouth wash from them before, indicating a large volume of entirely new business.

Sales in Detroit have since continued to be about double the former volume each month, in spite of the fact that our dealers were sold a normal year's supply in April.

Encouraged by our success in Detroit, we next staged a similar campaign in Cleveland, which went over in splendid shape, then followed with others in Buffalo, Pittsburgh, and several other cities.

Early in November we launched still another campaign in Detroit which will continue into 1930.

# November Emphasizes The Boston Transcript's Consistent Gains

Month after month, the Boston Evening Transcript better its own record in advertising lineage. The gratifying November gains merely emphasize the point anew.

For the first eleven months of 1929, the Boston Evening Transcript gained 521,489 lines over the corresponding period of 1928.

## BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

## MARKET ANALYSIS

By PERCIVAL WHITE

52 charts, diagrams, sample letters and questionnaires are given to show how market research work has been done by others, and to give the reader a plan of campaign for a survey of his own. This book will be particularly valuable to any sales executive who feels that his sales volume has not reached full potentialities; it shows how and where to get the needed facts, how to analyze them, how to use them profitably. 340 pages.

Price, postpaid, \$4.00

Remittance should accompany order

SALES MANAGEMENT

Book Service

420 LEXINGTON AVENUE

NEW YORK CITY



# “W”E

**1** 929-1930: The year 1929 will long be remembered as a record maker. No other year saw so many automobiles turned out, so many radio sets, so many refrigerators—so many manufactures of all kinds. Never before was so much credit exchanged in bank checks, so many railroad cars loaded with freight in the most active season, so much electric power developed, such totals of department store and chain store sales, such volume of foreign trade, such days on the stock exchanges, both good and bad. Nor has any previous year in times of peace seen such energetic measures taken to bring order out of threatened chaos, such determined cooperation to maintain the fortress of sound business against the assault of doubt engendered by speculative alarm. . . . Toward the new year business turns its face with confidence based on understanding of the situation. The credit skies are clear, most factories are busy or are clearing their floors for activity, few inventories are unduly high, consumer purchases are in good volume, export trade shows no signs of abatement, crops are large and valuable even compared with the good year of 1928. Most important of all, perhaps, we have weathered a storm of a kind to try men's nerves without visible evidence of serious impairment of the foundations of our business structure. Concentrating once more on their own work, business men are devoting their thought and energies to sales and advertising effort to develop markets at home and abroad. Prudent courage and good hope are the watchwords for 1930.

**G** RAPPLING OF THE TITANS: The new year is likely to witness a revelation of the designs of big business. The year now closing has seen merger succeed merger in bewildering array. Their size and number have inspired anxious questions about small business. Is it being swallowed up in the vortex? Are the merchants and manufacturers of America who manage their own businesses—the rock foundation of our commercial life and the incarnation of the country's spirit of independence—losing so much ground as to suggest a change in the whole tenor of our lives? . . . As long as the issue lay between big business and little business the answer to these questions was to be found mainly in the determination of our people to seek their own fortunes in a land consecrated to equality of opportunity, reflected in the constantly filled-up ranks of independent shopkeepers and manufacturers. But the issue is changing. The fight is no longer between big business and little business. It is a conflict among the titans themselves. In steel Republic-Central Alloy is matching power with Bethlehem and there is talk of a union of these two to challenge United States Steel. In

foodstuffs Standard Brands, General Foods and Gold Dust are locking horns. The four great cigarette companies are engaged in mortal combat. The oil arena resounds with noise of battle in which Shell, subsidiary of Royal Dutch, seems to be arrayed against an obscure combination of Standard Oil companies. Huge drug mergers are arming against one another. Ford and General Motors are duelists for low-price car honors. Department store chains are invading each other's territories. Large grocery chains are struggling among themselves for mastery. Every big bank is jealously watching the growth of every other big bank. Only the Interstate Commerce Commission prevents the major railroads from grappling for supremacy. . . . What is to be the outcome? Federal regulation? The new year may disclose it. Meantime little business, withdrawn from the melee, can go about its own affairs with good hope of profiting from the shindig, whatever the result.

**A** N ERA OF LIGHT: Discussing President Hoover's Research Council on Social Trends, Prof. Wesley C. Mitchell, chairman, says: "The rapid development in industry and commerce in this country has brought about great changes in recent years . . . increased leisure time for many persons and new forms of commercial and other recreations to fill some of this time; the transfer of many of the home industries and functions to institutions and agencies outside the home; an apparent tendency toward concentration of larger and larger numbers of persons on smaller pieces of land, both for their dwellings and their work-places; probably a different age distribution of people in many of our larger population centers." . . . The particular object of this research is to discover means of improving social welfare in view of these changes. But, incidentally, the facts to be disclosed about the new alignment should be of value to industry and trade. These data will aid in interpreting the 1930 census of population and will enable us to read clearly the findings of the National Census of Distribution. Meantime the President's business council will deal with the task of stabilization, drawing on such sources of information as are available to it. . . . Business has hitherto worked in the dark more or less. It stands now on the threshold of a flood of light. In place of guesses during the last seven or eight years, we shall soon have precise facts concerning the number, distribution, occupations and other characteristics of our people. For the first time we shall learn what and how much they buy in our retail stores and how the stocks of these stores are replenished. From the Mitchell report we shall get a picture of how the lives of the people have been affected by the rapid changes in our generation. The Julius Barnes committee will tell us to what extent business, by taking thought, can adjust itself to such changes with a minimum of destructive shock. Knowledge is to be the keynote of the new era.



## Soap Producers Double Program to Make America Spotless

BY ROSCOE C. EDLUND

*Manager, Association of American Soap and Glycerine Producers*

With an appropriation of \$3,000,000 for the next three years, as compared with \$1,500,000 when the campaign was first inaugurated in 1927, the Association of American Soap and Glycerine Producers will start next month to double its educational and advertising efforts in behalf of that industry.

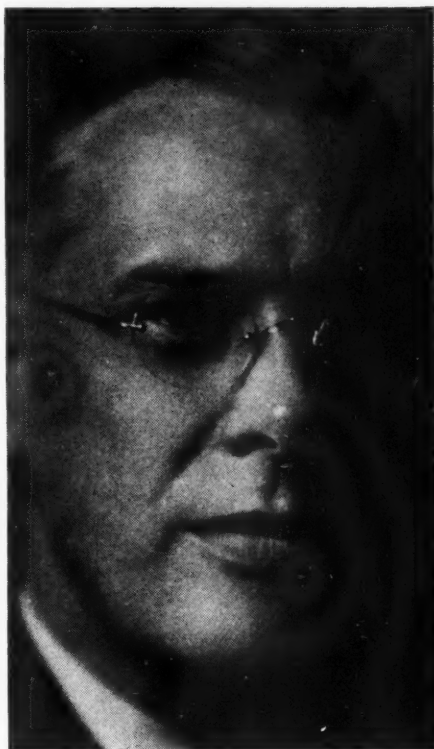
The association, composed of manufacturers producing 80 per cent of American-made soap, plans also to expand its promotion efforts for glycerine as an automobile anti-freeze, while its technical research is endeavoring to discover other new uses for glycerine.

About half of the budget is for paid space advertising in magazines and newspapers. More directly than in the past, the cleanliness advertising of the association will be part of the work of Cleanliness Institute, an educational organization set up and financed by the association for its cleanliness campaign. The glycerine advertising is carried over the signature of the Glycerine Producers' Association.

Other methods of cleanliness education conducted by the institute include a health service, under the direction of physicians, to aid health organizations in programs for improving personal habits and environment; a school service, advising teachers on training children in habits of cleanliness; a research and information service for writers and public speakers; posters for factories, and co-operation with other industries and organizations that are interested in promoting cleanliness education.

In 1930 we expect to enlarge all of these services, to develop a home economics service for the assistance of housewives and mothers in cleanliness problems arising in the home; and to give greater assistance to industrial plans.

How closely other industries are related to this program may be judged from the fact that cleanliness by way of hot water has become a feature in the advertising of important gas companies, and that Cleanliness Institute is cooperating with the American Gas Association in the preparation of advertising and other materials to promote the sale and use of gas water heaters; that a \$150,000 advertising



Roscoe C. Edlund

campaign based on cleanliness has been instituted by a great towel manufacturing manufacturer; that insurance companies and health organizations are reprinting and distributing Cleanliness Institute posters; and that plumbing and heating and linen supply associations are likewise actively interested in promoting cleanliness through many other channels. Headquarters of the association are in New York.

### Mayer Will Direct Circus Advertising

Joseph Mayer, Publisher, Incorporated, has been appointed to handle the advertising of the Sells-Floto, Hagenbeck-Wallace, John Robinson, Al. G. Barnes and Sparks Brothers Circuses. This organization also publishes the *Ringling Brothers and Barnum & Bailey Magazine and Daily Review*. Harvey Mayer, in charge of the company's New York office, is the second generation of his family to be engaged in circus program publishing. Joseph Mayer, his father, has been identified with the "big top" for fifty years.

## Industrial Companies Plan Advertising Gains in 1930

General increases in advertising programs for 1930 are reported by 144 members of the National Industrial Advertisers' Association, who have already replied to a questionnaire sent out by William A. Hemming, director of research of the association, at New York.

The letter was sent to 300 members. Of the 144 who replied, 55 per cent indicated increases, averaging about 16 per cent. Forty per cent indicated that their budgets will be about the same and 5 per cent will be lower.

### Joseph F. Kelly Will Direct Plain Dealer Advertising

Joseph F. Kelly, Chicago, who had represented the *Cleveland Plain Dealer* in the Western national field for nine years, has been appointed advertising manager.

Mr. Kelly has sold to John B. Woodward his partnership in the newspaper agency of Woodward & Kelly.

### Erickson Names Directors

Newcomb Cleveland, vice-president has been elected chairman of the board of directors of the Erickson Company, New York advertising agency. A. W. Erickson continues as president and controlling owner. Other directors are J. L. Anderson, E. C. Bennett, E. C. Donegan, A. R. Griswold, Guy H. Richards, Harry Dwight Smith and H. A. Thompson.



Joseph Kelly



## "Get Scared— Stay Scared—"

Right now, while you are looking for a better job, are you scared? Has all the self-confidence run out of you?

Yes? Well, if ten years of experience with employers has taught us anything, you are in exactly the right frame of mind for getting a better job. "Get scared—stay scared" is one of the headings of our new booklet, "To Him That Hath—".

Not the conventional brand of advice, is it? But it is typical of this new booklet. We have learned a few things, in these ten years, about employers—we have been retained by over 1,000 of them to find high-grade men for high-grade jobs. We have sifted out the FACTS and crammed them into the 90 pages of "To Him That Hath—".

You will want a copy. No obligation. Send for "To Him That Hath—" today. It will help you get that better job you want.

**WILLIAM L. FLETCHER, INC.**  
*Personnel Managers and Counselors*  
8 Newbury Street, Suite 974  
Boston, Massachusetts

**BIGELOW,  
KENT,  
WILLARD  
& Co., Inc.**

*Consulting Engineers  
Merchandising  
Counselors*

**Park Square Building  
BOSTON, MASSACHUSETTS**

A record of the Proceedings of the Second Merchandising Conference, held under our auspices in Boston, in May, is available for loan to company officials. A request will place your name on the list to receive a copy, which is to be returned to us in ten days.

## Brand Identity for the Product Sold in Bulk

(Continued from page 586)

which this campaign was called upon to perform.

"Besides converting the fountain owner," commented R. C. Foster, malted milk sales manager of the Borden Company, "to using Borden's Malted Milk, and displaying the red diamond, we have to make sure that he serves a really good malted milk. Unless he mixes an outstanding malted drink, his fountain will not attract the profitable trade, and get the volume business.

"Both in our trade advertising and in our talks with fountain owners, we repeatedly stress the fact that the fountain should use the same painstaking care in the preparation of malted milk drinks that a pharmacist gives to his prescriptions. We supply him with a 'surefire' formula for mixing the right kind of malted milk, and instruct him to follow this formula religiously.

### Merchandising Help

"Even when he does mix an appetizing malted milk drink, he must merchandise it to his customers. Our fountain service department assists the fountain owner by showing him how he can actually merchandise his malted milk drinks. Our business paper advertising has been a real assistance to us in selling both the 'surefire' formula idea, and in stirring up the fountain owner's interest to the point that he will try it, and will also merchandise the fact that he serves a double-rich malted milk drink."

Mr. Peabody outlined how these sales facts, as given by Mr. Foster, were exploited in the business paper advertising.

"During the first year of our national advertising," said Mr. Peabody, "we dovetailed our business paper advertising with the aims of the consumer advertising. We played up the red Borden Diamond sign and that the Borden Malted Milk advertising was a national campaign in the direct interest of the fountain owner. We sold the purpose of the campaign, and pointed out to the fountain owner that hundreds and hundreds of people reading this Borden national advertising lived right in the neighborhood of his fountain. These were all prospective customers not only for his fountain, but for the entire stock of his store.

"In our trade ads that year, we

used the same art work as in the national advertising, and displayed the red Borden Diamond prominently. We offered to send free the red Borden Diamond along with a booklet containing fountain recipes to fountain owners who clipped the coupon attached to our business paper advertisements. We received quite a few requests, and from these made a number of 'conversions.'"

During the second and third years of this Borden Malted Milk business campaign, the copy deviated somewhat from that of the first year. In the second year, mention was made of the national advertising. However, considerable space was given to educating the fountain owner to mix the malted milk drink properly. The Borden formula in its entirety was featured in several of the ads of that year. Coupons continued to come in.

For the current business paper advertising, the third year of the campaign, the Borden's Malted Milk copy slant has been confined more to getting the fountain owner to specialize on malted milk drinks, and to merchandising the facts that he serves a specialty drink. If the coupons returned are a criterion, this slant has been the most productive.

"We have attempted," continued Mr. Peabody, "in this year's business paper advertising to show the fountain-owner the profits which may be had by concentrating upon one drink—a properly prepared malted milk. To get this idea over, we cite the success of other fountains which have specialized in this fashion.

### Brings Results

"Furthermore, we have refrained from mentioning the names of these successful fountains directly, but have confined our statements to a logical statement of merchandising facts which make for the development of profitable volume business. We suggest to the fountain-owners to try featuring Borden's double-rich Malted Milk over a period of two weeks or so. Then, check their sales, and see for themselves as to whether it pays to make their fountains Diamond fountains and identify their business with a profitable leader such as Borden's Malted Milk.

"Apparently, a great number of fountain owners have followed these suggestions made in our business pa-



per advertising, because we have received hundreds of signed coupons and letters from fountain owners all over the country requesting display material to aid them merchandise their malted milk drinks.

"Our sales representatives have checked up on a number of these fountain owners, and have reported that they have put this Borden's Malted Milk display material to the uses for which it was designed."

## November Newspaper Lineage

(Continued from page 592)

*Tribune .....	600,677	564,401	+ 36,276
Totals .....	3,864,744	3,978,903	-114,159
<b>NEW YORK CITY**</b>			
Times .....	2,646,033	2,822,996	-176,963
Herald-Tribune ..	1,737,616	1,847,117	-109,501
World (Morn.) ..	1,050,932	1,195,048	-144,116
American .....	1,071,029	1,125,003	-53,974
News (Tab.) ..	1,284,455	1,117,793	+166,662
Bronx Home News	551,057	544,220	+ 6,837
Mirror (Tab.) ..	272,605	211,552	+ 61,053
Sun .....	1,653,073	1,687,631	-34,558
Journal .....	1,473,751	1,519,145	-45,394
Eve. World .....	975,585	934,682	+ 40,903
Post .....	534,880	537,461	- 2,581
Graphic (Tab.)..	391,962	348,081	+ 43,881
Telegram .....	474,088	523,036	-48,948
Brooklyn Eagle ..	1,480,966	1,601,218	-120,252
Bklyn. Stand. Un.	365,863	450,948	-85,085
Brooklyn Times ..	500,033	471,223	+ 28,810
Totals .....	16,463,928	16,937,154	-473,226

\*\*Advertising Record figures.

<b>NEWARK</b>			
News .....	1,740,363	1,937,805	-197,442
No other figures available for Newark.			

<b>OAKLAND</b>			
Tribune .....	1,557,752	1,561,980	- 4,228
*Post-Inquirer ...	913,976	876,652	+ 37,324
Totals .....	2,471,728	2,438,632	+ 33,096

<b>OKLAHOMA CITY</b>			
Oklahoman .....	1,010,113	938,029	+ 72,084
*Times .....	895,048	805,407	+ 89,641
*News .....	638,930	636,520	+ 2,410
Totals .....	2,544,091	2,379,956	+164,135

<b>OMAHA</b>			
World-Herald ...	1,151,143	1,223,754	- 72,611
Bee-News .....	697,746	713,871	- 16,125
Totals .....	1,848,889	1,937,625	- 88,736

<b>PATERSON (N. J.)</b>			
*Morning Call ..	976,052	873,516	+102,536
*Eve. News .....	936,304	843,433	+ 92,871
*Press-Guardian ..	646,580	682,171	- 35,591
Totals .....	2,558,936	2,399,120	+159,816

<b>PEORIA (ILL.)</b>			
Journal-Transcript			
(E&S) .....	1,150,502	1,081,126	+ 69,376
Star (E&S) .....	1,043,077	1,071,123	- 28,046
Totals .....	2,193,579	2,152,249	+ 41,330

<b>PHILADELPHIA</b>			
Inquirer .....	1,564,130	1,641,880	- 77,750
Record .....	735,578	785,525	-49,947
Ledger .....	1,078,688	1,163,955	-85,267
*Eve. Ledger ..	1,098,888	1,210,983	-112,095
*Bulletin .....	1,901,211	1,865,316	+ 35,895
*News .....	623,970	547,680	+ 76,290
Totals .....	7,002,465	7,215,339	-212,874

<b>PROVIDENCE</b>			
Journal .....	886,048	962,537	- 76,489
*Bulletin .....	1,405,860	1,399,287	+ 6,573
Tribune .....	286,211	318,232	- 32,021
*News .....	385,632	356,779	+ 28,853
Totals .....	2,963,751	3,036,835	- 73,084

<b>RICHMOND</b>			
News-Leader .....	1,109,500	1,028,342	+ 81,158
Times-Dispatch ..	979,762	933,730	+ 46,032
Totals .....	2,089,262	1,962,072	+127,190

<b>ROCHESTER</b>			
Journal .....	1,102,045	952,649	+149,396
Times Union .....	1,333,391	1,312,789	+ 20,602
Dem. & Chron....	1,337,920	1,358,387	- 20,467
Totals .....	3,773,356	3,623,825	+149,531

<b>ST. LOUIS</b>			
Post-Dispatch .....	2,025,520	2,112,880	- 87,360
Globe-Democ. ....	1,189,500	1,278,600	- 89,100
*Star .....	621,600	664,200	- 42,600

## In Your 1930

## Advertising Schedule

## Include ZONE "O"



This rich territory in Eastern Oklahoma . . . one of the most compact market areas in the country, lies within a fifty-mile air-line radius of Tulsa. It is one of the few desirable markets where one newspaper, The Tulsa Tribune, affords a strong, thorough coverage, practically 90% of its entire circulation being concentrated there. Mark a heavy circle around Zone "O" on your 1930 sales map.

500,000 People Live in Zone "O"  
and one of every two reads . . .

# The Tulsa Tribune

EVENING

Tulsa's Leading Newspaper

SUNDAY

SMALL, SPENCER & LEVINGS  
New York

PAYNE-HALL, INC.  
San Francisco

Chicago

Boston

Los Angeles

Seattle

## "There are many reasons"

why more than 120 national advertisers use The Biloxi-Gulfport Daily Herald to reach the people of the Mississippi Coast.

One reason: Every evening the Herald is as welcome as a life-long friend in more than seven thousand Mississippi Coast homes.

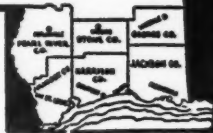
Reason No. 2: No other newspaper thoroughly covers the Herald's territory.

Reason No. 3: The Herald is not bought for the comics or some other feature and the other parts of the paper thrown away; it is read from cover to cover.

Reason No. 4: Utmost care is taken in the print of advertisements, thereby securing best results for the advertiser.

Reason No. 5: No automobile contests, no premiums, no artificial circulation stimulants of any kind are used; the Herald goes into Mississippi Coast homes on its own merits alone.

"There are many reasons"



## THE DAILY HERALD

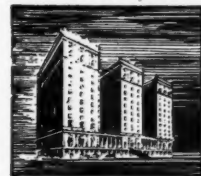
Herald Building  
Gulfport

Mississippi

Herald Building  
Biloxi

## Hotel SYRACUSE

SYRACUSE, N. Y.



It is worth going out of your way to stay at Hotel Syracuse. 600 outside rooms, each with bath. Rates \$3.00 up. Sample rooms \$4.00 up.

Roy P. Brainard, Managing Director

POWERS HOTEL • ROCHESTER, N.Y.  
Under Same Management

## Extra Copies

If you want extra copies of this issue please order promptly, as our supply is frequently exhausted a week after date of issue.



Times .....	406,800	354,600	+ 52,200
Totals .....	4,243,420	4,410,280	-166,860

**ST. PAUL**

*Dispatch .....	981,694	958,076	+ 23,618
Pioneer .....	1,030,232	988,904	+ 41,328
News .....	777,728	865,690	- 87,962
Totals .....	2,789,654	2,812,670	- 23,016

**SALT LAKE CITY**

Tribune .....	1,026,088	1,100,568	- 74,480
Telegram .....	514,430	581,616	- 67,186
Deseret News .....	526,680	492,856	+ 33,824
Totals .....	2,067,198	2,175,040	-107,842

**SAN ANTONIO**

**Express-News .....	1,963,608	2,031,274	- 67,666
Light .....	1,068,718	1,040,894	+ 27,824

Totals ..... 3,032,326 3,072,168 - 39,842  
 \*\*Includes the Morning Express, Sunday Express and Evening News. The Light is six-day evening and Sunday.

**SAN FRANCISCO**

Chronicle .....	960,456	951,468	+ 8,988
Examiner .....	1,574,844	1,501,278	+ 73,566
†Call-Bulletin .....	1,000,860	767,536	+233,324
*News .....	871,038	680,456	+190,582

Totals ..... 4,407,198 3,900,738 +506,460  
 †Bulletin merged with Call August 28, 1929.

**SEATTLE**

Times .....	1,663,818	1,539,094	+124,724
Post-Intelligencer .....	920,086	919,588	+ 498
Star .....	643,741	594,949	+ 48,792

Totals ..... 3,227,645 3,053,631 +174,014

**SOUTH BEND**

News Times .....	954,447	963,321	- 8,874
Tribune .....	1,010,054	992,075	+ 17,979

Totals ..... 1,964,501 1,955,396 + 9,105

**SPRINGFIELD (MASS.)**

Republican Daily News Union Sun. Un. Repub. }	1,739,276	1,537,480	+201,796
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**TAMPA**

Tribune .....	678,286	637,798	+ 40,488
*Times .....	509,292	507,108	+ 2,184
Totals .....	1,187,578	1,144,906	+ 42,672

**TOLEDO**

Blade .....	1,293,948	1,447,112	-153,164
News-Bee .....	813,306	890,920	- 77,614
Totals .....	2,107,254	2,338,032	-230,778

**TRENTON**

Eve. Times .....	774,168	733,940	+ 40,228
Sun. Times Adv. .....	124,864	149,360	- 24,496

Totals ..... 899,032 883,300 + 15,732

**TULSA**

Tribune .....	1,134,965	1,100,977	+ 33,988
World .....	1,214,855	1,108,641	+106,214
Totals .....	2,349,820	2,209,618	+140,202

**WASHINGTON**

Star .....	2,400,904	2,593,885	-192,981
Post .....	759,824	738,707	+ 21,117
*Eve. Times .....	752,305	617,428	+134,877
Herald .....	548,124	404,665	+143,459
*Eve. News .....	226,335	271,433	- 45,098

Totals ..... 4,687,492 4,626,118 + 61,374

**WILKES-BARRE**

Times-Leader .....	1,064,266	1,115,884	- 51,618
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\*No Sunday edition.

**Lineage Gains in 9 Months**

For the nine months ended October 31, total advertising in 356 newspapers of seventy-three cities amounted to 1,907,921,055 lines, 6 per cent more than in the same period last year. Media Records, which makes this compilation, adds the following analysis:

	Jan.-Oct. 1929	% Gain
Local display .....	959,506,409	1.4
National display .....	343,839,133	19.2
Automotive display .....	165,066,876	13.4
Financial display .....	81,878,992	15.4
Total display .....	1,550,291,410	6.8
Classified .....	357,629,645	2.4
Total advertising .....	1,907,921,055	6.0

**Curtis Transfers Bogue**

G. M. Bogue, vice-president and assistant general manager of Curtis 1,000, Inc., printers and stationers, will transfer his activities from the St. Paul division of the company to the Hartford division on January 1. He will continue to have general supervision of production.

**Personal Service and Supplies**

**Classified Rates: 50c a line of seven words; minimum \$3.00. No display. Cash Basis Only. Remittance Must Accompany Order.**

**SALES PROMOTION**

**\$50 to \$50,000 DAILY SALES SECURED FOR** our clients. This distributor took on a new specialty, retailing at \$60. His first purchase \$12. We submitted a sales program capable of national expansion. Within four years his sales were nation-wide, running to \$100,000 monthly. 35 years salesmanship-in-print experience back of our campaigns. Submit Sales problems for free diagnosis. 10 years Sales Promotion Manager, Larkin Co. James C. Johnson, 119 Woodbridge Ave., Buffalo, N. Y.

**EXECUTIVES WANTED**

**IF YOU ARE OPEN TO OVERTURES FOR** new connection and qualified for a salary between \$2,500 and \$25,000, your response to this announcement is invited. The undersigned provides a thoroughly organized service, of recognized standing and reputation, through which preliminaries are negotiated confidentially for positions of the calibre indicated. The procedure is individualized to each client's personal requirements; your identity covered and present position protected. Established twenty years. Send only name and address for details.

R. W. Bixby, Inc., 118 Downtown Building, Buffalo, N. Y.

**BUSINESS OPPORTUNITY**

**A SUCCESSFUL DESIGNER AND INVENTOR** has patented a new specialty with tremendous sales possibilities. It is brand new, has been bought by State Street's best stores (for resale) and Chicago's leading wholesalers. Big market to hotels and institutions. Partnership arrangement possible for able sales executive who could be responsible for sales and business administration. Only stable, mature man with good record and best references, willing to start from scratch and build himself a splendid business, will be considered. Address Box 218, SALES MANAGEMENT, 420 Lexington Avenue, New York, N. Y.

**EXCLUSIVE REPRESENTATIVE**

**WANTED — EXCLUSIVE REPRESENTATION** in the Chicago area for a household appliance retailing under twenty-five dollars. Address Box 219, SALES MANAGEMENT, 420 Lexington Avenue, New York, N. Y.

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**Reprints at Cost**

We will reprint at cost plus ten per cent for postage and packing any article in this or other issues of SALES MANAGEMENT.

In every issue there are articles which profitably could be sent to business associates, customers, or friends of some of our readers. We shall be pleased to quote prices in any quantity desired.

**Free Mailing Lists**  
 Will help you increase sales  
 Send for FREE catalog giving costs  
 and prices on thousands of classified  
 names of your best prospective customers—  
 National, State and Local—Individuals,  
 Professionals, Business Concerns.  
**99% Guaranteed 5¢ each**  
 by refund of  
**ROSS-GOULD Co.** 376 N. 10th St. St. Louis

**The Taxi Weekly**  
Covers the Whole Cab Industry

New York Edition goes to 10,000 taxicab individual fleet and company operators. Issued Mondays.  
 National Edition goes to 4,000 fleet and company operators throughout the U. S. Issued Mondays.  
 Published in its Own Printing Plant at 54 West 74th Street—New York City

**GIBBONS knows CANADA**

J. I. GIBBONS Limited Advertising Agents  
 Toronto Montreal Winnipeg Vancouver Hamilton London Eng.  
 New York Office 2152 Granbar Bldg. Thomas L. Briggs Manager for United States

# Dreamers . . . or Spenders

The dreamer is proprietor of countless castles in the air. None of these have two-car garages, and a magic carpet won't carry him very far on concrete roads. The pot of gold at the end of the rainbow is very pretty, but not negotiable for gilt-edge bonds . . . The dreamer reads all the advertising pages to help him escape in dreams from the dull realities of his life . . . He would like to have the things he reads about—but he hasn't the cash to buy them.

The spender's home is made of solid stuff. He uses his imagination to make money. He reads for pleasure and relaxation, for he believes in Enjoyment of Living. When an advertisement tickles his fancy, he reaches for his check-book. If he wants a change of environment, he doesn't send for travel booklets to dream about, but calls for his car, phones for a reservation, or charts a plane. He has the means to act on the suggestions he sees. He sees every page of LIFE.

LIFE readers are proved spenders. And they are in their best humor when reading LIFE



## CHICAGO DEALERS *welcome* *Tribune* advertised products

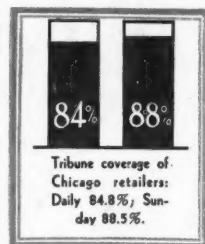
PROFIT is the dealer's lodestar... dust-gathering merchandise his bugaboo. Salesmen breaking trails for new products must show Chicago dealers that adequate advertising will follow to create a demand.

Chicago dealers know the power of advertising. They have seen it turn unknown products into favorites. They have heard the music of the cash register speed up under advertising's baton.

Chicago people are advertising minded. Dealers know it. The strongest argument with which to arm a sales force calling on Chicago dealers is notice of an advertising campaign in the Chicago Tribune. They know Tribune advertised products are profit makers.

Tribune advertising is a picture of what Chicago is buying. Dealers study it to learn of trends, new selling ideas, what to feature. A survey of local merchants in six leading classifications reveals that 88.5% of them read the Sunday Tribune. 84.8% read the Daily Tribune.

Building a sales campaign around Tribune advertising practically assures the first victory—dealer acceptance. Few selling campaigns win out until dealer support is in the bag. If you have a distribution problem in Chicago, ask a Tribune man to show you how the Tribune can simplify it.



# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Total Average November Circulation, 1929: 855,350 Daily; 1,206,989 Sunday



